

# **Sadakathullah Appa College** **(Autonomous)**

(Reaccredited by NAAC at an 'A' Grade. An ISO 9001:2015 Certified Institution)

**Rahmath Nagar, Tirunelveli- 11.**  
**Tamil Nadu.**

## **DEPARTMENT OF BUSINESS ADMINISTRATION**



**CBCS SYLLABUS**

**For**

**B.B.A.**

**(Applicable for students admitted in June 2019 and onwards)**

**(As per the Resolutions of the Academic Council Meetings  
held on 03-03-2018, 17-10-2018 and 02-03-2019)**



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**B.B.A. (2018-2021) COURSE STRUCTURE (CBCS)**  
**(Applicable for students admitted in June 2019 and onwards)**  
**DISTRIBUTION OF HOURS, CREDITS, NO. OF PAPERS & MARKS**

Part	Course	Semester	Hours	Credits	Papers	Marks					
<b>I</b>	Tamil / Arabic	I to II	12	8	2	200					
<b>II</b>	English	I to II	12	8	3	200					
<b>III</b>	Discipline Specific Core (DSC) + Project+Field work	I to VI	102	77	19	1900					
	Discipline Specific Elective (DSE)	III & VI	16	16	4	400					
	Allied Theory + Practicals	I to IV	24	16	4+2P	500					
<b>IV</b>	Non-major Elective (NME)	III to IV	4	4	2	200					
	Skill Enhancement Course (SEC)	V to VI	4	4	2	200					
	Skill Based Common (SBC)	VI	2	2	1	100					
	Ability Enhancement Compulsory Course (AECC) Environmental Studies (EVS)	I	2	2	1	100					
	Social Value Education (SVE)	II	2	2	1	100					
<b>V</b>	Extension Activities	I to IV+	--	1+1*	1	100					
	MOOC <sup>\$</sup>	I – V	-	2 <sup>#</sup>							
<b>TOTAL</b>			<b>180</b>	<b>140+1*+2<sup>#</sup></b>	<b>40+2P</b>	<b>4000</b>					
<b>SEMESTER WISE DISTRIBUTION OF HOURS</b>											
Part	I	II	III				IV				Total
SEM	T/A	ENG	DSC	PRO/ FW	DSE	AL	NME	SEC	SBC	EVS/VE	
<b>I</b>	6	6	10	-	-	4+2	-	-	-	2	<b>30</b>
<b>II</b>	6	6	10	-	-	4+2	-	-	-	2	<b>30</b>
<b>III</b>			18	-	4	6	2	-	-	-	<b>30</b>
<b>IV</b>			18	-	4	6	2	-	-	-	<b>30</b>
<b>V</b>	-	-	20	4	4	-	-	2	-	-	<b>30</b>
<b>VI</b>	-	-	16	6	4	-	-	2	2	-	<b>30</b>
<b>Total</b>	<b>12</b>	<b>12</b>	<b>92</b>	<b>10</b>	<b>16</b>	<b>24</b>	<b>4</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>180</b>

+ Activities and evaluation are to be performed during Semesters I to IV and results to be declared at the end of the Semester IV along with those for other courses in the Mark Statement. \* Extra credit for Sadakath Outreach Programme (SOP)

<sup>\$</sup> As per the guidelines of the UGC all the UG and the PG students shall enrol for one Massive Open Online Course offered through SWAYAM, NPTEL, etc.

<sup>#</sup> Two extra credits will be given on completion of the course.

**B.B.A. (2018-2021) COURSE STRUCTURE (CBCS)  
TITLE OF THE PAPERS, CREDITS & MARKS**

I SEMESTER								
P	SUB	TITLE OF THE PAPER	S. CODE	H/W	C	MARKS		
						I	E	T
I	TA 1	இக்காலத் தமிழ்	18ULTA11	6	4	25	75	100
	AR 1	Applied Grammar and Translation – I	18ULAR11					
II	EN 1	Prose, Poetry and Grammar – I	18ULEN11	4	2	25	75	100/2
		English for Communication	18ULEC11	2	2	25	75	100/2
III	DSC 1	Principles of Management	18UCBA11	5	4	25	75	100
	DSC 2	Managerial Communication	18UCBA12	5	4	25	75	100
	AI-1	Software Solutions for Managers	18UABA11	4	3	25	75	100
	AI-P1	Software Solutions for Managers-I Practicals	18UABA1P1	2	1	40	60	100/2
IV	EVS	Environmental Studies	18UENS11	2	2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>22</b>			<b>650</b>

II SEMESTER								
P	SUB	TITLE OF THE PAPER	S. CODE	H/W	C	MARKS		
						I	E	T
I	TA 2	சமயத் தமிழ்	18ULTA21	6	4	25	75	100
	AR 2	Applied Grammar and Translation – II	18ULAR21					
II	EN 2	Prose, Poetry and Grammar – II	18ULEN21	6	4	25	75	100
III	DSC 3	Organizational Behaviour	18UCBA21	5	4	25	75	100
	DSC 4	Introduction to Accountancy	18UCBA22	5	4	25	75	100
	A I – 2	Computer Basics for Managers	18UABA21	4	3	25	75	100
	AI-P2	Software Solutions for Managers-II Practicals	18UABA2P1	2	1	40	60	100/2
IV	VE	Value Education I	18USVE2A	2	2	25	75	100
		Value Education II	18USVE2B					
<b>TOTAL</b>				<b>30</b>	<b>22</b>			<b>650</b>

III SEMESTER								
P	SUB	TITLE OF THE PAPER	S. CODE	H/W	C	MARKS		
						I	E	T
III	DSC 5	Managerial Economics	18UCBA31	6	4	25	75	100
	DSC 6	Marketing Management	18UCBA32	6	4	25	75	100
	DSC 7	Accounting for Managers	18UCBA33	6	4	25	75	100
	AII-1	Management Information System	18UABA31	6	4	25	75	100
	DSE1		A) Consumer Behaviour	18UEBA3A	4	4	25	75
B) Retailing Management			18UEBA3B					
IV	NME1	Basics in Management	18UNBA31	2	2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>22</b>			<b>600</b>

IV SEMESTER								
P	SUB	TITLE OF THE PAPER	S. CODE	H/W	C	MARKS		
						I	E	T
III	DSC 8	Business Law	18UCBA41	6	4	25	75	100
	DSC 9	Production Management	18UCBA42	6	4	25	75	100
	DSC 10	Research Methods and Statistics	18UCBA43	6	4	25	75	100
	A II - 2	E-commerce and Internet Application	18UABA41	6	4	25	75	100
	DSE2	A) Training and Development	18UEBA4A	4	4	25	75	100
B) Industrial Relations		18UEBA4B						
IV	NME2	Stress Management	18UNBA41	2	2	25	75	100
V	EX	Extension activities (NCC/ NSS/Youth Welfare, etc)	---		1		100	100
		SOP			1*			
<b>TOTAL</b>				<b>30</b>	<b>23+</b> <b>1*</b>			<b>700</b>
V SEMESTER								
P	SUB	TITLE OF THE PAPER	S. CODE	H/W	C	MARKS		
						I	E	T
III	DSC 11	Operations Research	18UCBA51	5	4	25	75	100
	DSC 12	Human Resource Management	18UCBA52	5	4	25	75	100
	DSC 13	Financial Management	18UCBA53	5	4	25	75	100
	DSC 14	Services Marketing	18UCBA54	5	4	25	75	100
	DSE 3	A) Financial Services	18UEBA5A	4	4	25	75	100
		B) Modern Banking	18UEBA5B					
	FW	Field work	18UFBA51	4	3			100
IV	SEC-1	Soft Skills	18USBA51	2	2	25	75	100
<b>TOTAL</b>				<b>30</b>	<b>25</b>			<b>700</b>
VI SEMESTER								
P	SUB	TITLE OF THE PAPER	S. CODE	H/W	C	MARKS		
						I	E	T
III	DSC 15	International Business	18UCBA61	5	4	25	75	100
	DSC 16	Entrepreneurial Development	18UCBA62	5	4	25	75	100
	DSC 17	Strategic Management	18UCBA63	6	4	25	75	100
	DSC 18	Project	18UCBA64	6	6			100
	DSE 4	A) Business Environment	18UEBA6A	4	4	25	75	100
B) Total Quality Management		18UEBA6B						
IV	SEC-2	Data Analytical Package	18USBA61	2	2	25	75	100
	SBC	Personality Development	18USPD62	2	2	25	27	100
<b>TOTAL</b>				<b>30</b>	<b>26</b>			<b>700</b>
<b>I-V Sem</b>		Massive Open Online Course \$		-	2 <sup>#</sup>			

**B.B.A. (2018-2021) COURSE STRUCTURE (CBCS)**

**PART I AND IISUBJECTS- TITLE OF THE PAPERS, CREDITS & MARKS  
(Applicable for students admitted in June 2019 and onwards)**

**TITLE OF THE PAPERS, CREDITS & MARKS**

<b>GROUP I COURSES (ONE YEAR LANGUAGE COURSES) (B.Com., B.Com. (Finance), B.B.A., B.Sc. Computer Science, B.Sc. Information Technology and B.C.A.)</b>							
<b>SEM</b>	<b>Title of the paper</b>	<b>S. CODE</b>	<b>H/W</b>	<b>C</b>	<b>I</b>	<b>E</b>	<b>T</b>
<b>PART I – TAMIL</b>							
<b>I</b>	இக்காலத் தமிழ்	<b>18ULTA11</b>	6	4	25	75	100
<b>II</b>	சமயத் தமிழ்	<b>18ULTA21</b>	6	4	25	75	100
<b>TOTAL</b>			<b>12</b>	<b>8</b>			<b>200</b>
<b>PART I – ARABIC</b>							
<b>I</b>	Applied Grammar and Translation – I	<b>18ULAR11</b>	6	4	25	75	100
<b>II</b>	Applied Grammar and Translation – II	<b>18ULAR21</b>	6	4	25	75	100
<b>TOTAL</b>			<b>12</b>	<b>8</b>			<b>200</b>
<b>PART II – ENGLISH</b>							
<b>I</b>	Prose, Poetry and Grammar-I	<b>18ULEN11</b>	4	2	25	75	100/2
	English for Communication	<b>18ULEC11</b>	2	2	25	75	100/2
<b>II</b>	Prose, Poetry and Grammar-II	<b>18ULEN21</b>	6	4	25	75	100
<b>TOTAL</b>			<b>12</b>	<b>8</b>			<b>200</b>



**PART III**

<b>DEPT. OF Business Administration</b>								
<b>CBCS SYLLABUS –B.B.A. (2018 – 2021)</b>								
<b>Part III Core, Core Elective &amp; Project</b>								
<b>(For B.B.A. Major)</b>								
<b>SEM</b>	<b>P</b>	<b>TITLE OF THE PAPER</b>	<b>S.CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
						<b>I</b>	<b>E</b>	<b>T</b>
<b>I</b>	DSC1	Principles of Management	18UCBA11	5	4	25	75	100
	DSC2	Managerial Communication	18UCBA12	5	4	25	75	100
<b>II</b>	DSC3	Organizational Behaviour	18UCBA21	5	4	25	75	100
	DSC4	Introduction to Accountancy	18UCBA22	5	4	25	75	100
<b>III</b>	DSC5	Managerial Economics	18UCBA31	6	4	25	75	100
	DSC6	Marketing Management	18UCBA32	6	4	25	75	100
	DSC7	Accounting for Managers	18UCBA33	6	4	25	75	100
	DSE-1A	A) Consumer Behaviour	18UEBA3A	4	4	25	75	100
	DSE-1B	B) Retailing Management	18UEBA3B					
<b>IV</b>	DSC8	Business Law	18UCBA41	6	4	25	75	100
	DSC9	Production Management	18UCBA42	6	4	25	75	100
	DSC10	Research Methods and Statistics	18UCBA43	6	4	25	75	100
	DSE-2A	A) Training and Development	18UEBA4A	4	4	25	75	100
	DSE-2B	B) Industrial Relations	18UEBA4B					
<b>V</b>	DSC11	Operations Research	18UCBA51	5	4	25	75	100
	DSC12	Human Resource Management	18UCBA52	5	4	25	75	100
	DSC13	Financial Management	18UCBA53	5	4	25	75	100
	DSC14	Services Marketing	18UCBA54	5	4	25	75	100
	DSE-3A	A) Financial Services	18UEBA5A	4	4	25	75	100
	DSE-3B	B) Modern Banking	18UEBA5B					
<b>VI</b>	DSC15	International Business	18UCBA61	5	4	25	75	100
	DSC16	Entrepreneurial Development	18UCBA62	5	4	25	75	100
	DSC17	Strategic Management	18UCBA63	6	4	25	75	100
	DSC18	Project	18UCBA64	6	6			100
	DSE-4A	A) Business Environment	18UEBA6A	4	4	25	75	100
	DSE-4B	B) Total Quality Management	18UEBA6B					
<b>TOTAL</b>				<b>118</b>	<b>93</b>			<b>2300</b>

<b>PART III – ALLIED I</b>								
<b>SEM</b>	<b>SUB</b>	<b>TITLE OF THE PAPER</b>	<b>S. CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
						<b>I</b>	<b>E</b>	<b>T</b>
<b>I</b>	AI-1	Software Solutions for Managers	18UABA11	4	3	25	75	100
	AI-P1	Software Solutions for Managers-IPracticals	18UABA1P1	2	1	20	30	50
<b>II</b>	AI-2	Computer Basics for Managers	18UABA21	4	3	25	75	100
	AI-P2	Software Solutions for Managers-IIPracticals	18UABA2P1	2	1	20	30	50
<b>III</b>	AII-1	Management Information System	18UABA31	6	4	25	75	100
<b>IV</b>	AII-2	E-commerce and Internet Application	18UABA41	6	4	25	75	100
<b>TOTAL</b>				<b>24</b>	<b>16</b>			<b>500</b>

**PART IV – NON-MAJOR COURSE (FOR OTHER MAJOR STUDENTS)**

<b>SEM</b>	<b>Sub</b>	<b>Title of the paper</b>	<b>S. CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
						<b>I</b>	<b>E</b>	<b>T</b>
<b>III</b>	NME-I	Basics in Management	18UNBA31	2	2	25	75	100
<b>IV</b>	NME-II	Stress Management	18UNBA41	2	2	25	75	100
<b>TOTAL</b>				<b>4</b>	<b>4</b>			<b>200</b>

**Part IV – SEC/SBC**

<b>V</b>	SEC-1	Soft Skills	18USBA51	2	2	25	75	100
<b>VI</b>	SEC-2	Data Analytical Package	18USBA61	2	2	25	75	100
<b>VI</b>	SBC	Personality Development	18USPD62	2	2	25	75	100
<b>TOTAL</b>				<b>6</b>	<b>6</b>			<b>300</b>

**Part IV – EVS & Value Education**

<b>I</b>	EVS	Environmental Studies	18UENS11	2	2	25	75	100
<b>II</b>	VE	Value Education I	18USVE2A	2	2	25	75	100
		Value Education II	18USVE2B					
<b>TOTAL</b>				<b>4</b>	<b>4</b>			<b>200</b>

**PART – V – Extension Activities**

<b>SEM</b>	<b>Extension Activities (Choose any one)</b>	<b>S. CODE</b>	<b>H/W</b>	<b>C</b>	<b>MARKS</b>		
					<b>I</b>	<b>E</b>	<b>T</b>
<b>I to IV</b>	NCC	18UEXNCC		<b>1</b>			<b>100</b>
	NSS	18UEXNSS					
	Physical Education	18UEXPHE					
	Red Ribbon Club	18UEXRRC					
	Youth Red Cross	18UEXYRC					
	Youth Welfare	18UEXYWL					
	Yoga	18UEXYOG					
<b>III to IV</b>	Sadakath Outreach Programme (SOP)	18UEXSOP		<b>1*</b>			
<b>Total</b>			<b>-</b>	<b>1+1*</b>			<b>100</b>

<b>முதல் பருவம்</b>		
<b>PART - 1 TAMIL</b>		
<b>TA - 1</b>	<b>இக்காலத்தமிழ்</b>	
<b>Hrs/Week: 6</b>	<b>Hrs/Sem: 90</b>	<b>Hrs/Unit: 18</b>
		<b>18ULTA11</b>
		<b>Credits:4</b>

**நோக்கம்**

1. தமிழ்ப்படைப்பிலக்கியங்களான புதுக்கவிதைகள், சிறுகதைகள் ஆகியவற்றை முதுவைத்தல்
2. சமூகம் பற்றிய சிந்தனைகளைப் படைப்பிலக்கியங்கள் மூலம் ஏற்படுத்துதல்.

**அலகு - 1 தமிழ்க்கவிதைகள்**

1. பரம்பொருள் வாழ்த்து - மகாகவிபாரதியார்
2. தமிழின் இனிமை - பாவேந்தர் பாரதிதாசன்
3. கொக்கு - ந.பிச்சமூர்த்தி
4. நான் - தருமு சிவராம் (பிரமிள்)
5. முக்காலம் - சி.மணி
6. தோழர் மோசிகிரனார் - ஞானக்கூத்தன்
7. நகுலன் கவிதைகள் - நகுலன்
8. எதிர்வரும் யாவரும் - கல்யாண்ஜி
9. ஆயிரம் திருநாமம் பாடி - கவிக்கோ அப்துல் ரகுமான்
10. மரங்களைப் பாடுவேன் - வைரமுத்து
11. இளைய தோழனுக்கு - மு.மேத்தா
12. செய்யுள் - கலாப்ரியா
13. பெயர் தெரியாப்பறவை - தேன்மொழிதாஸ்
14. நிசபத்தில் குளிரும் வார்த்தை - அனார்
15. முதல்துளி - பாலைவன லாந்தர்
16. இந்தக்காலம் - மனுஷ்யபுத்திரன்
17. பூவின் பதில் - நாகூர் ருமி
18. அறிவுமதி கவிதைகள் - அறிவுமதி
19. வேர் பிடித்த மரம் - க.அம்சப்ரியா
20. நட்சத்திரக் கிழவி - ப.சுடலைமணி
21. கீதாஞ்சலி - மகாகவி இரவீந்தரநாத் தாகூர்
22. ஜென் கவிதைகள் - பாஷோ

**அலகு - 2 சிறுகதை இன்பம்**

1. விடியுமா? - கு.பா.ராஜகோபாலன்
2. காலனும் கிழவியும் - புதுமைப்பித்தன்
3. கதவு - கி.ராஜநாராயணன்
4. காலத்தின் ஆவர்த்தனம் - தோப்பில் முஹம்மது மீரான்
5. சொர்க்கக் கன்னிகை - கருணா மணாளன்
6. செடிகளுக்கு - வண்ணதாசன்
7. கனவில் உதிர்ந்த பூ - நாரும்புநாதன்
8. சங்காத்தி - தீன்
9. ராஜமீன் - கீரனூர் ஜாகீர்ராஜா

**அலகு -3 கட்டுரைக் கனிகள்**

1. தமிழில் ஹைக்கூகவிதைகள்
2. கவிக்கோ அப்துல் ரகுமானின் கவிதைகள்
3. நாட்டுப்புற இலக்கியங்கள்
5. இணையத்தில் தமிழ்
6. தமிழ்ச் சிறுகதை இலக்கியம்
7. இயற்கையைக் கொண்டாடும் ஜென் கவிதைகள்

**அலகு - 4 இலக்கிய வரலாறு**

1. தமிழ்ப் புதுக்கவிதை தோற்றமும் வளர்ச்சியும்
2. தமிழ்ச் சிறுகதை தோற்றமும் வளர்ச்சியும்
3. தற்காலச் சிறுகதையாசிரியர்கள் ஓர் அறிமுகம்
4. புதுக்கவிதைகள் எழுதப்பயிற்சி தந்து மாணவர் கவிதைத் தொகுப்பை வெளியிடல்.

**அலகு - 5 எழுத்து இலக்கணம் & எழுத்து வகைகள் அறிமுகம்**

1. முதலெழுத்துகள், சார்பெழுத்துகள், சுட்டெழுத்துக்கள், வினாவெழுத்துகள்
2. மொழி முதல் எழுத்துகள், மொழி இறுதி எழுத்துகள், வல்லினம் மிகுமிடங்கள், வல்லினம் மிகாவிடங்கள்.
3. நாளிதழ்களில் இடம்பெறும் செய்திகளில் பிழைகளைக் கண்டறிந்து எழுதப்பயிற்சி

**பாடநூல்**

**“இன்பத்தமிழ்”**

சதக்கத்துல்லாஹ் அப்பா கல்லூரித் தமிழ்த்துறை வெளியீடு  
ரஹ்மத்நகர், திருநெல்வேலி & 627 011.

**பார்வை நூல்கள் மற்றும் வழிகாட்டு இணையதளங்கள்**

1. வல்லிக்கண்ணன்  
புதுக்கவிதை தோற்றமும் வளர்ச்சியும்
2. ந.சுப்புரெட்டியார்  
புதுக்கவிதை போக்கும் நோக்கம்
3. பேராசிரியர் சு.பாலசந்திரன்  
புதுக்கவிதை & ஒரு புதுப்பார்வை
4. எஸ். ராமகிருஷ்ணன்  
கதாவிலாசம்  
விகடன் பிரசுரம்  
757, அண்ணாசாலை  
சென்னை & 600 002.

**இணையதளங்கள்**

1. [www.tamilvu.org](http://www.tamilvu.org)
2. [www.azhiyasudargal.blogspot.in](http://www.azhiyasudargal.blogspot.in)
3. [www.neelamegam.blogspot.in](http://www.neelamegam.blogspot.in)
4. [www.jeyamohan.in](http://www.jeyamohan.in)
5. [www.sramakrishnan.com](http://www.sramakrishnan.com)

SEMESTER - I			
AR-1	APPLIED GRAMMAR AND TRANSLATION-I		18ULAR11
Hrs/ Week: 6	Hrs/ Sem: 90	Hrs/ Unit: 18	Credits: 4

**Objectives:** To enable the students to learn Alphabets, Pronunciation, Basic Grammar, Reading, Writing of Arabic Language

**Unit I:- Lessons 1 to 4 (TEXTBOOK – 1)**

من الدرس الأول إلى الدرس الرابع

**Unit II:- Lessons 5 to 8 (TEXTBOOK – 1)**

من الدرس الخامس إلى الدرس الثامن

**Unit III:- Grammar Portions (TEXTBOOK – 2)**

- 1) Words and the types of words (أجزاء الكلام)
- 2) Nominal Sentence (الجملة الاسمية)
- 3) Adjective and Noun-qualified (الصفة والموصوف)
- 4) Subject and Predicate
- 5) Masculine and Feminine (المذكر والمؤنث)
- 6) Interrogatives (أدوات الاستفهام)
- 7) Singular, Dual and Feminie (المفرد والتثنية والجمع)
- 8) Possessiveness (المضاف والمضاف إليه)
- 9) Detached Pronouns (الضمائر المنفصلة)
- 10) Prepositions (حروف الجر)
- 11) Demonstrative pronouns (أسماء الإشارة)
- 12) Relative pronouns (الأسماء الموصولة)

**Unit IV:- Lessons 9 to 12 (TEXTBOOK – 1)**

من الدرس التاسع إلى الدرس الثاني عشر

**Unit V:- Lessons 13 to 16 (TEXTBOOK – 1)**

من الدرس الثالث عشر إلى الدرس السادس عشر

### TEXTBOOKS

1) DuroosulLughatil Arabiya Part – I Lessons 1 to 16 only by Dr. V. Abdur Rahim.

Available at: Islamic foundation Trust, 78 Perambur High Road, Perambur, Chennai-600 012.

2) Arabic for Beginners (selected topics only)

By Dr. Syed Ali (Former HOD of Arabic, The New College, Royappettach, (Chennai) (International Edition 2001) (UBS Publishers & Distributors Ltd) 5, Ansari Road New Delhi -110 002.

<b>I SEMESTER</b>			
<b>Part – II English</b>			
<b>EN I A</b>	<b>Prose, Poetry and Grammar - I</b>		<b>18ULEN11</b>
<b>Hrs/ Week: 4</b>	<b>Hrs/ Sem: 60</b>	<b>Hrs/ Unit: 12</b>	<b>Credits:2</b>

**OBJECTIVES:**

- To answer comprehensive questions on passages of moderate level of difficulty.
- To write a critical appreciation of the prescribed poems.
- To write grammatically.

**UNIT I PROSE**

1. Education Provides a Solid Foundation - A.P. J. Abdul Kalam
2. Love Story - Maneka Gandhi

**UNIT II PROSE**

3. Speech on Indian Independence - Jawaharlal Nehru
4. Film-Making - Satyajit Ray

**UNIT III POETRY**

1. In the Bazaars of Hyderabad - Sarojini Naidu
2. Middle Age - Kamala Das

**UNIT IV GRAMMAR**

1. Parts of Speech : Verb
2. Tenses

**UNIT V COMMUNICATION SKILLS**

1. Unseen Passages
2. Letter Writing: Personal and Business Letters
3. Curriculum Vitae (CV)

**TEXTBOOK:**

1. Kulat L. Ambadas, Dr. Joshi, Sandeep. et. al. (ed).  
*Blooming Buds*. Hyderabad: Orient BlackSwan, 2017.

<b>I SEMESTER</b>			
<b>EN I B</b>	<b>ENGLISH FOR COMMUNICATION</b>		<b>18ULEC11</b>
<b>Hrs/ Week: 2</b>	<b>Hrs/ Sem: 30</b>	<b>Hrs/ Unit: 6</b>	<b>Credits:2</b>

**OBJECTIVES:**

1. To teach students basic Grammatical categories.
2. To teach students the four skills viz. Listening, Speaking, Reading and Writing and to impart language skills through tasks.
3. To inculcate in students the skills necessary for social and academic circumstances.

**UNIT I**

Parts of Speech (Pages 5 to 17)

**UNIT II**

Listening and Speaking (Pages 22 to 34) and (56 to 59)

**UNIT III**

Reading (Pages 35 to 45)

**UNIT IV**

Writing - I

Punctuation and Kinds of Sentences (Pages 46 to 55)

**UNIT V**

Writing - II

Filling in Forms & Wrap-up (Pages 60 to 78)

**TEXTBOOK:**

Board of Editors. *Content and Language Integrated Learning to Enhance Communication Skills. Semester I Module 1*. Chennai: Tamil Nadu State Council for Higher Education, 2017.

**B.B.A. COURSE STRUCTURE (CBCS)**

<b>I SEMESTER</b>		
<b>DSC 1</b>	<b>PRINCIPLES OF MANAGEMENT</b>	<b>18UCBA11</b>
<b>Hrs / Week: 5Hrs / Sem: 75Hrs / Unit: 15Credits:4</b>		

**Objective:**

To make the students understand the basic principles of Management.

**Unit I: Management**

Definition-Nature – Purpose – Functions of Management - Features- Science or an art or Profession-Management contributors-Drucker, Fayol, F.W.Taylor.

**Unit II: Planning**

Definition – Objectives – Nature - Types of plans - Steps in planning- Forecasting - Decision Making – Process of Decision Making.

**Unit III: Organizing**

Types of organization - Centralization and Decentralization – Departmentation– Span of management – Structure of organizing and process - Training – Performance Appraisal.

**Unit IV: Staffing**

Situational factors – Recruitment – Selection – Process of selection – Techniques and Instruments.

**Unit V: Directing and Controlling**

Principles, Features – Objectives – supervision – Communication – Motivation – Leadership – Controlling – Co-ordination.

**TEXTBOOK:**

Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 8th edition, Tata McGraw-Hill Education, 2011.

**References Books:**

1. Don Hellriegel, Susan E. Jackson and John W. Slocum, Management- A competencybased approach, Thompson South Western, 11th edition, 2008.
2. Heinz Weihrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata McGraw Hill, 12th edition, 2008.
3. Stephen P. Robbins, David A.DeCenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012.



<b>I SEMESTER</b>		
<b>DSC 2</b>	<b>MANAGERIAL COMMUNICATION</b>	<b>18UCBA12</b>
<b>Hrs / Week: 5Hrs / Sem: 75Hrs / Unit: 15Credits:4</b>		

**Objective:**

To enable the students, understand the significance of communication particularly in the fields of sales and its execution, claims and adjustments and report writing.

**UNIT – I**

Communication – Meaning, Process and Significance – Objectives – Principles –Types – Media – Barriers of Communication – The making of effective communication.

**UNIT – II**

Correspondence – Need, Functions and Kinds of Business Letters – Layout of Business Letters – Enquiry and Reply – Offers and Quotations – Orders – Execution andCancellation.

**UNIT – III**

Complaints, Claims and Adjustments – Collection Letters – Sales Letters – Circular Letters.

**UNIT – IV**

Report writing- contents – Types and forms of reports – Specimen of Reports.

**UNIT – V**

Modern means of E-Communication – Internet – E-Mail – Video conferencing – Social Media Communications – Ethical ways of using social media for communication.

**TEXTBOOK:**

T.BRajendra Pal & J.S. Korlahalli – Essentials of Business Communication, Sultan Chand& Sons, 2015

**BOOKS FOR REFERENCE:**

1. R.C.Sharma, Krishna Mohan – Business Communication, Tata McGraw Hills, 2012
2. Urmila Rai – Business Communication, Himalaya Publishing House, 2015.

<b>PART III – ALLIED</b>
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<b>I SEMESTER</b>
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<b>AI – 1</b>	<b>SOFTWARE SOLUTIONS FOR MANAGERS</b>	<b>18UABA11</b>
<b>Hrs / Week:4</b>	<b>Hrs/ Sem: 60</b>	<b>Hrs / Unit:12</b>
		<b>Credits:4</b>

**Objective:**

To make the student understand the Basic application of Computers in Business.

**Unit I**

Introduction to office 2007 – Features of MS word 2007 – Creating a Document – Formatting Documents – Editing Using Cut, Copy and Paste – Finding and Replacing Text- Printing and Previewing Document.

**Unit II**

Creating Bullets and Numbering - Creating Header and Footers – Inserting Pictures, Page Numbers, Book Marks, symbols and Dates

**Unit III**

Selecting Text using Keyboard – Using Mouse – Using Keyboard and mouse – Word Art - Spelling and Grammar Tools –Working with tables - working with Mail Merge – Mail merge using existing database

**Unit IV**

Introduction to Power Point – Inserting Text, Pictures, Tables, Charts, in a Slide – Animating Objects – Slide Transition.

**Unit V**

Introduction to MS Access –Creating Tables– Queries –Forms – Report in Access.

**TEXTBOOK:**

MS Office – Complete Reference – BPB Publication.

**Reference Books:**

1. Microsoft Office 2007 Fundamentals, Laura Story and Dawna Walls, Thomson Course Technology, Boston (USA)
2. Microsoft Office 2007 All in One, Gerg Perry, SAMS Publishing, Indiana (USA)

<b>I SEMESTER</b>		
<b>AI-P1</b>	<b>ALLIED PRACTICAL</b>	<b>18UABA1P1</b>
<b>Hrs / Week: 2</b>	<b>Hrs / Sem: 30</b>	<b>Credits: 1</b>

**SOFTWARE SOLUTIONS FOR MANAGERS  
PRACTICAL – I**

**MS Word 2007**

Typing letters and editing and printing.  
 Using Spell Check and Thesaurus.  
 Designing a cover page with word art.  
 Using Header, Footer Bookmark, Foot notes.  
 Mail merge a letter to an address file.  
 Typing 5 pages of Mathematical equations and symbols.

**PowerPoint 2007**

Creation of presentation with different styles on a given topic current interest.  
 Preparing Presentation for a topic in the study of all courses.

<b>I SEMESTER</b>			
<b>EVS</b>	<b>ENVIRONMENTAL STUDIES</b>		<b>18ENS11</b>
<b>Hrs/ Week: 2</b>	<b>Hrs/ Sem: 30</b>	<b>Hrs/ UNIT: 6</b>	<b>Credits:2</b>

### **UNIT - I: Nature of Environmental Studies**

Goals, Objectives and guiding principles of environmental studies. Towards sustainable development - Environmental segments- Atmosphere, Hydrosphere, Lithosphere, Biosphere – definition. Pollution episodes – Hiroshima – Nagasaki, - Bhopal gas Tragedy, Fukushima. Stone leprosy in Taj Mahal

### **UNIT - II: Natural Resources**

Renewable and Non-Renewable resources - classification.

- Forest resources: Use and over - exploitation, Afforestation and deforestation.
- Water resources: Use and over - utilization and conservation of surface and ground water - Rainwater harvesting.
- Marine Resources: Fisheries and Coral reefs.
- Mineral resources: Use and exploitation - environmental impacts of extracting and using mineral resources.
- Food resources: Effects of modern agriculture fertilizers - pesticide problem.
- Energy resources: Growing energy needs - use of alternate energy source - Solar cells & windmills.
- Land resources: Land degradation

### **UNIT - III: Ecosystem**

- Concept of Eco-systems - Tropic level, food chains, food web and Ecological pyramids, Living conditions on other planets (Brief account).

Types, structure & Functions of the following:

- a) Aquatic ecosystem
- b) Grassland ecosystem
- c) Forest ecosystem
- d) Desert ecosystem

### **UNIT - IV: Biodiversity & Its Conservation**

Introduction - Definition: ecosystem diversity, species diversity and Genetic diversity. Hot spots of biodiversity - Western Ghats, Eastern Himalayas and Gulf of Mannar. Threats to biodiversity - Habitat Loss, Poaching of wildlife and Man - wildlife conflicts. Conservation of biodiversity: *In-situ* and *Ex-situ*.

**UNIT - V: Environmental Pollution**

Sources, effects, prevention and control measures of the following.

- a) Air pollution: Composition of clean air, Global warming, Ozone layer depletion.
- b) Water Pollution: Fresh water and Marine water.
- c) Noise Pollution
- d) Soil pollution

Biodegradable and Non-Biodegradable wastes; Environmental Acts

- Air (prevention & Control of Pollution) Act.
- Environmental Protection Act
- Water (Prevention & Control of pollution) Act
- Environmental movements - Green peace and Chipco movement.
- Role of Central & State pollution Control Boards.

**REFERENCE BOOKS:**

1. Basic of Environmental Science. Vijayalakhmi, Murugesan and Sukumaran – Manonmaniam Sundaranar University publications.
2. Environmental Studies. John de Brito, Victor, Narayanan and Patric Raja - published by St. Xavier's College, Palayamkottai, 2008.
3. Environmental Science and Biotechnology. A.G. Murugesan and C. Raja Kumar - MJP Publishers.
4. Fundamental of Environmental pollution - Krishnan Kannan - Chand & Company Ltd., New Delhi, 1997.
5. Environmental Studies. S. Muthiah, Ramalakshmi publications, Tirunelveli.
6. Environmental Studies. V.M. Selvaraj, Bavani Publications, Tirunelveli.

இரண்டாம் பருவம்			
PART - 1 TAMIL			
TA- 2	சமயத்தமிழ்		18ULTA21
Hrs/Week: 6	Hrs/Sem: 90	Hrs/Unit: 18	Credits:4

### நோக்கம்

1. பலசமயக் கருத்துக்களை ஒப்பிட்டுச் சமயநல்லிணக்கத்தோடு வாழ்வழிகாட்டுதல்
2. தமிழ்நாடு அரசுப் பணியாளர் தேர்வாணையத் தேர்வுக்கு மாணவர்களை ஆயத்தப்படுத்துதல்.

### அலகு & 1தமிழ்ச் செய்யுள் (துறை வெளியீடு)

- |                                 |   |
|---------------------------------|---|
|                                 | <b>சைவம்</b>  |
| 1. அ. திருநாவுக்கரசர்           | - மாசில் வீணையும்...                                  |
|                                 | - நாமார்க்கும் குடியல்லோம்...                         |
|                                 | - அப்பன் நீ அம்மை நீ                                  |
| ஆ. திருஞானசம்பந்தர்             | - தோடுடைய செவியன்...                                  |
|                                 | - வேயுறு தோளிபங்கள்                                   |
|                                 | - மருந்தவை மந்திரம்...                                |
|                                 | - பித்தா பிறைகுடி...                                  |
| 2. இ. சுந்தரமூர்த்தி நாயனார்    | - பால் நினைந்தாட்டும்....                             |
| 2. திருவாசகம் & மாணிக்கவாசகர்   | - ஆதியும் அந்தமும் இல்லா...                           |
| 3. திருவெம்பாவை                 | - ஒன்றே குலமும் ஒருவனே தேவனும்                        |
| 4. திருமந்திரம் & திருமுலர்     |   |
|                                 | <b>வைணவம்</b>   |
| 5. அ. பொய்கையாழ்வார்            | - வையம் தகளியா...                                     |
| ஆ. பூதத்தாழ்வார்                | - அன்பேதகளியா...                                      |
| இ. பேயாழ்வார்                   | - திருக்கண்டேன்..                                     |
| 6. திருப்பாவை & ஆண்டாள்         | - மார்கழித் திங்கள்...                                |
|                                 | <b>சமணம்</b>  |
| 7. வளையாயுயீ                    | - மக்கட் செல்வம்                                      |
|                                 | <b>பௌத்தம்</b>  |
| 8. புத்தபிரான்                  | - மு.ரா.பெருமாள்                                      |
|                                 | <b>கிறித்தவம்</b>                                     |
| 9. இயேசு காவியம் (மலைப் பொழிவு) | - கண்ணதாசன்   |
| முதல் நான்கு பாடல்கள்           |   |
|                                 | <b>இஸ்லாம்</b>  |
| 10. அல்லாஹ்                     | - உமறுப்புலவர்  |
| 11. நபிகள்நாயக மான்மிய மஞ்சரி   | - சதாவதானிசய்குத்தம்பிபாவலர்<br>(குறிப்பிட்டபாடல்கள்) |
| 12. குணங்குடி மஸ்தான் பாடல்கள்  | - பாசக்கயிற்றுவலை                                     |
| 13. ஞானப்புகழ்ச்சி              | - தக்கலை பீர்முகம்மது அப்பா                           |
| 14. அலகிலா அருளம்               | - இறையருட் கவிமணி<br>கா. அப்துல்கபூர்                 |
|                                 | <b>நீதிஇலக்கியம்</b>                                  |
| 15. திருக்குறள்                 | - ஒழுக்கமுடைமை  |
| 13. நாலடியார்                   | - கல்விகரையில்  |

வாடிவாசல்

**அலகு - 2 புதினம்**

- சி.சு.செல்லப்பா,  
காலச்சுவடு பதிப்பகம், நாகர்கோவில்

**அலகு - 3 உரைநடை (தமிழ்த்துறை வெளியீடு)**

போட்டித் தேர்வுகளுக்குக் கட்டுரை எழுதும் பயிற்சி

1. தமிழ் இலக்கியத்தில் சமயநல்லிணக்கச் சிந்தனைகள்
2. நபிகள்நாயகம் (ஸல்) அன்பின் தாயகம்
3. சதக்கத்துல்லாஹ் அப்பா அவர்களின் வாழ்வும் பணியும்
4. தமிழ் இலக்கியங்களில் மனிதநேயச் சிந்தனைகள்
5. தமிழ் இலக்கியத்தில் மதுஒழிப்புச் சிந்தனைகள்
6. சூஃபியச் சித்தாந்தமும் சித்தர்களும்

**அலகு - 4**

(போட்டித் தேர்வுத் தயாரிப்பு)

இலக்கியவரலாறு

1. சைவம், வைணவம், கிறித்தவம், இசுலாம் வளர்த்த தமிழ்
2. புகழ் பெற்றதமிழ் நூல்கள், நூலாசிரியர்கள்

**அலகு - 5**

தமிழ்நாடு அரசுப் பணியாளர் தேர்வாணையம் நடத்தும் போட்டித் தேர்வுக்குரிய பொதுத் தமிழ் இலக்கணப்பகுதி & ஓர் அறிமுகம்

1. வேர்ச் சொல்லைக் கண்டறிதல்
2. பெயரெச்சம், வினையெச்சம், முற்றெச்சம் பற்றி அறிதல்
3. வினைத்தொகை, பண்புத்தொகை பற்றி அறிதல்
4. வினைமுற்று, வினையாலணையும் பெயர் கண்டறிதல்
5. இரட்டைக்கிளவி, அடுக்குத் தொடர் அறிதல்
6. வேற்றுமைத் தொகையைக் கண்டறிதல்

**பாடநூல்**

நற்றமிழ், சதக்கத்துல்லாஹ் அப்பா கல்லூரித் தமிழ்த்துறை வெளியீடு

**வழிகாட்டு இணையதளங்கள்**

1. www.noolulagam.com
2. www.tamilauthors.com
3. www.tnpsc.gov.in
4. www.tnpscexams.in
5. www.tamilvu.org

SEMESTER - II			
AR-2	APPLIED GRAMMAR AND TRANSLATION-II		18ULAR21
Hrs/ Week: 6	Hrs/ Sem: 90	Hrs/ Unit: 18	Credits: 4

**Objectives:** To make the students to develop the skill of basic Arabic Grammar and Translation skills from Arabic to English vice-versa.

**Unit I:-Lessons 1 to 3 (TEXTBOOK – 1)**

من الدرس الأول إلى الدرس الثالث

**Unit II:-Lessons 4 to 6 (TEXTBOOK – 1)**

من الدرس الرابع إلى الدرس السادس

**Unit III:- Grammar Portions (TEXTBOOK – 2)**

- 1) Inna and Its sisters (إن وأخواتها)
- 2) Elative (اسم التفضيل)
- 3) Perfect Tense (الفعل الماضي)
- 4) Imperfect Tense (الفعل المضارع)
- 5) Doer and Object (الفاعل والمفعول)
- 6) Kaana and Its sisters (كان وأخواتها)
- 7) Classification of Verb into Sound and weak verb (تقسيم الفعل إلى صحيح ومعتل)
- 8) Transitive and Intransitive verb (الفعل اللازم والمتعدي)
- 9) Verbal Noun (المصدر)

**Unit IV:-Lessons 7 to 9 (TEXTBOOK – 1)**

من الدرس السابع إلى الدرس التاسع

**Unit V:-Lessons 10 to 12 (TEXTBOOK – 1)**

من الدرس العاشر إلى الدرس الثاني عشر

## TEXTBOOKS

1) DuroosulLughatil Arabiya Part – III Lessons 1 to 12 only

by Dr. V. Abdur Rahim.

Available at: Islamic foundation Trust, 78 Perambur High Road ,  
Perambur, Chennai- 600 012.

2) Arabic Tutor Part-I,II&III, By: Moulana Ebrahim Muhammad Karachi-DarulIshaat.



<b>II SEMESTER</b>			
<b>EN2</b>	<b>PART II ENGLISH Prose, Poetry and Grammar - II</b>		<b>18ULEN21</b>
<b>Hrs/ Week: 6</b>	<b>Hrs/ Sem: 90</b>	<b>Hrs/ Unit: 18</b>	<b>Credits: 4</b>

**Objectives:**

1. To answer comprehensive questions on a passage of moderate level of difficulty.
2. To write a critical appreciation of the prescribed poems and write sentences in English grammatically.

**UNIT I PROSE**

1. Appro JRD - Sudha Murthy
2. Packing - Jerome K. Jerome

**UNIT II PROSE**

3. How I Became a Public Speaker - G. B. Shaw
4. Values in Life - Rudyard Kipling

**UNIT III POETRY**

1. Money-Madness - D. H. Lawrence
2. No Men are Foreign - James Kirkup
3. On Another's Sorrow - William Blake

**UNIT IV GRAMMAR**

1. Subject-Verb Agreement
2. Verbs: Forms of 'to be', 'have', 'do'; modal auxiliaries

**UNIT V COMMUNICATION SKILLS**

1. Story Building
2. e-Communication: Fax; e-mail
3. Notices, Agendas and Minutes

**TEXTBOOK:**

Kulat L Ambadas, Dr. Joshi, Sandeep. et. al. (ed). *Blooming Buds*.

Hyderabad: Orient BlackSwan, 2017.

<b>II SEMESTER</b>			
<b>DSC 3</b>	<b>ORGANIZATIONAL BEHAVIOUR</b>		<b>18UCBA21</b>
<b>Hrs / Week:5</b>	<b>Hrs / Sem: 75</b>	<b>Hrs / Unit:15</b>	<b>Credits:4</b>

**Objectives:**

To introduce the students into workplace behaviour by understanding various theories and its application

**Unit I**

Organizational Behaviour-Definition-Disciplines contribute to Organizational Behaviour -Key elements of Organizational Behaviour - Hawthorne experiments- Organizational Behaviour Models-Autocratic, custodial, supportive, collegial.

**Unit II**

Foundations of Individual Behaviour- Ability, Intellectual, Physical. Learning-Theories-Classical conditioning theory, Operant conditioning theory. Perception-factors-process

**Unit III**

Personality-Determinants- Big five Model Theory. Leadership -Distinction between a Leader and a Manager – Styles of Leadership – Leadership Theory – Transformational – Transactional.

**Unit IV**

Motivation – Importance – Methods – Monetary – Non-Monetary-Theories- Maslow's, Herzberg Two Factor Theory. Groups in Organisation Foundations of group behaviour-Stages of group development- Decision Making and the groups.

**Unit V**

Organizational culture-Conflict and Negotiation-Conflict process – Conflict Resolution – Transactional Analysis Bargaining strategies – WLB (Work Life Balance).

**TEXTBOOK:**

1. Stephen P. Robins, Timothy, A. Judge and Neharika Vohra, Organisational Behavior, PHI Learning / Pearson Education, 15th edition, 2013.

**Reference Books:**

1. Fred Luthans, Organisational Behavior, McGraw Hill, 11th Edition, 2001.
2. Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata Mc Graw Hill, 2007.
3. Nelson, Quick, Khandelwal. ORGB – An innovative approach to learning and teaching. Cengage learning. 2nd edition. 2012.

<b>II SEMESTER</b>			
<b>DSC 4</b>	<b>INTRODUCTION TO ACCOUNTANCY</b>		<b>18UCBA22</b>
<b>Hrs / Week:5</b>	<b>Hrs / Sem: 75</b>	<b>Hrs / Unit:15</b>	<b>Credits:4</b>

**Objective**

To develop knowledge and basic skills in financial accounting and to introduce the theoretical principles of accounting

**Unit I**

Introduction to Accounting - Meaning - Objectives - Functions - Accounting Concepts - Accounting Conventions - Accounting Cycles - Double Entry System - Rules for Debit & Credit - Types of Accounts - Accounting Rules

**Unit II**

Branches of Accounting - Financial Accounting - Cost Accounting - Management Accounting - Journal - Ledger - Preparation of Ledger Accounts

**Unit III**

Subsidiary Books - Purchase Books - Sales Books - Purchase Return Books - Sales Return Books - Cash Books - Single Column, Double Column, Triple Column Cash Books - Petty Cash Books

**Unit IV**

Trial Balance - Rectification of Errors - Suspense Accounts - Final Accounts - Trading and Profit Loss Account - Balance Sheet

**Unit V**

Accounts of non- trading concern – Receipt and payment account – Income and Expenditure account – Difference between Receipt and payment account and Income and Expenditure account.

**(Theory 40% and problems 60%)**

**TEXTBOOK**

1. Advance Accountancy- M.A. Arulanandam – Himalaya publication house

**Reference Books:-**

1. Advanced Accountancy - S.P.Jain and K.L.Narang - Kalyani Publishers
2. Introduction to Accountancy - T.S.Grewal - S.Chand and Company
3. Advanced Accountancy - Dr. S.N.Maheswari - Vikas Publishing House
4. Advanced Accountancy – M. C.Shukla & T.C.Grewal - S.Chand and Company

<b>II SEMESTER</b>			
<b>A I – 2</b>	<b>COMPUTER BASICS FOR MANAGERS</b>		<b>18UABA21</b>
<b>Hrs / Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs / Unit:12</b>	<b>Credits:4</b>

**Objective:**

To introduce basic ideas and to impart knowledge on Basics of Computers.

**Unit I**

Introduction – Characteristics – Evaluation – Generation – Classification – Applications.

**Unit II**

Computer Architecture: Introduction – CPU – Communication among various units – Instruction Formats – Instruction Cycle – instruction set – Data representation – Coding schemes.

**Unit III**

Input Devices – Output Devices – Primary Memory – Secondary Memory – Magnetic Storage – Optical Storage.

**Unit IV**

Computer Languages – Computer Software – System Software – Application Software – Internet – Internet's Major Services.

**Unit V**

Internet tools computer security – Basic Security Concept – Threats to Users – Threats to Hardware – Threats to Data – Common Hacking Methods.

**TEXTBOOK:**

Peter Norton - Introduction to Computer. Tata McGraw Hill - 7<sup>th</sup> Edition. 2010

**Reference Book:**

1. Faithe Wempen. Computing Fundamentals: Introduction to Computers. Wiley Publication. 2014.
2. Peter Norton, Introduction to Computer. Tata McGraw Hill – Special Indian Edition. 2005.

<b>II SEMESTER</b>		
<b>AI-P2</b>	<b>ALLIED PRACTICAL</b>	<b>18UABA2P1</b>
<b>Hrs / Week: 2</b>	<b>Hrs / Sem:30</b>	<b>Credits:1</b>

**SOFTWARE SOLUTIONS FOR MANAGERS  
PRACTICAL – II**

**Excel 2007**

Entering spread sheets with formula  
Entering spreadsheet and doing statistical calculations  
Preparing charts for the given data.

**Access 2007**

Create a table and store data for applications such a student,  
Mark, Employee, Hospital Information etc.

<b>II SEMESTER</b>			
<b>VE1</b>	<b>VALUE EDUCATION – I</b>		<b>18USVE2A</b>
<b>Hrs/ Week: 2</b>	<b>Hrs/ Sem: 30</b>	<b>Hrs/ Unit: 6</b>	<b>Credits:2</b>

**Objectives:**

1. To inculcate moral values in the minds of students.
2. To teach ethical practices to be adopted by students in their life.
3. To make students honest and upright in their life.

**UNIT I**

Islam – Meaning – Importance – A complete Religion – The religion accepted by God – Five Pillars of Islam – Kalima – Prayers – Fasting – Zakat – Haj.

Iman – Monotheism – Angels – Books – Prophets – Dooms Day – Life after death – Heaven and Hell.

**UNIT II**

Quran – The Book of Allah – Wahi – Revelation to Prophet Muhammad(sal) – Compilation – Preservance – Structure – Content – Purpose – Source of Islamic Law- SuraFathiha,Kafirun, Iqlas, Falakh and Nas.

**UNIT III**

Hadith – Siha Sitha – Buhari – Muslim – Tirmithi – Abu Dawood – Nasai – Ibn Maja – Collection of Hadith – Meaning of 40 Hadith.

**UNIT IV**

Life History of Prophet Muhammad (sal) – Aiamul Jahiliya – Prophet's Childhood and Marriage – Prophethood – Life at Mecca – Life at Medinah – Farewell Address – Seal of Prophethood.

**UNIT V**

Good character – Etiquettes – Halal and Haram – Duties towards Allah – Duties towards fellow beings – MasnoonDuas.

**REFERENCE BOOKS:**

1. V.A. MoahmedAshrof – Islamic Dimensions – Reflection and Review on Quranic Themes.
2. The Presidency of Islamic Researchers – Revised & Edited – The Holy Quran.
3. M. Manzoor Nomani – Islamic Faith & Practice.
4. Abdul Hasan Ali Nadvi – Muhammad Rasulullah.
5. K. Ali – A Study of Islamic History.
6. Abdul Rahuman Abdullah – Islamic Dress code for Women.
7. Dr. Munir Ahamed Mughal – Code For Believers.
8. Abdul Malik Mujahid – Gems and Jewels.

<b>II SEMESTER</b>			
<b>VE2</b>	<b>VALUE EDUCATION - II</b>		<b>18USVE2B</b>
<b>Hrs/ Week: 2</b>	<b>Hrs/ Sem: 30</b>	<b>Hrs/ Unit: 6</b>	<b>Credits:2</b>

**UNIT I**

Individual Morality – Objective of Moral life – Living in accordance with the code of Morality – the goodness of Morality – Morality and *Thirukural* – The need for faith.

**UNIT II**

Adherence to higher code of Morality – Fear of God – Good Moral Values – Duty to Parents – Teacher, respecting elders – Moral Etiquettes – Right-minded Principle – High Principles for Proper conduct.

**UNIT III**

Inculcating good attitudes – Open mindedness – Morale – analysing the pros and cons of good and bad – Service to others – Mind Power, tolerance, respecting others, showing love to others, patience – tranquility – Modesty, kindness and forgiveness.

**UNIT IV**

Quotations and moral Stories expressing Good characters of Great personalities – Life History of Great people: Mahatma Gandhi, Abraham Lincoln, Dr. A.P.J. Abdul Kalam.

**UNIT V**

Truth, the importance of uprightness, integrity, friendship – Health awareness on Alcohol and drug abuse – inculcating reading habit – reading good books – Hygiene – Dowry – Corruption.

**TEXTBOOK:**

Publication of SadakathullahAppa College.

<b>III SEMESTER</b>			
<b>DSC 5</b>	<b>MANAGERIALECONOMICS</b>		<b>18UCBA31</b>
<b>Hrs / Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs / Unit:18</b>	<b>Credits: 4</b>

**Objective**

To study the application of analytical tools and micro and macro economic concept to corporate resource allocation, demand and cost determination, industry positioning, and pricing mechanism.

**UNIT I**

Managerial Economics–Definition and meaning – Nature and scope of Managerial Economics – Economic theory and Managerial Economics –Role and responsibilities of Managerial Economist.

**UNIT II**

Demand Analysis: Meaning-Kinds of Demand-Law of Demand - Exceptions-Determinants of Demand – Demand forecasting – Methods of Demand forecasting.

**UNIT III**

Production and Supply Analysis: Meaning of Production-Factors of Production-Production Function- Meaning of supply – Law of supply – Elasticity of supply – Factors influencing supply.

**UNIT IV**

Market Structure: Perfect Competition - Monopoly- Monopolistic Competition - Oligopoly- pricing Methods-Factors influencing Pricing Policy.

**UNIT V**

Macro Economics:Business Cycle and Business policies – Demand recession in India (causes, indicators and prevention) – National Income Concepts - Fiscal policy and monetary policy.

**TEXTBOOK:**

Varshney, R.L., &Maheswari, K.L., Managerial Economics, New Delhi: Sultan Chand & Sons, 2015

**References Books:**

1. Joel Dean: Managerial Economics, New Delhi: McGraw Hill Publications Co. Ltd., 1979.
2. Seth, M.L.: Micro Enonomics: Agra: Lakshmi Narain Agarwal Educational publishers, 1990



<b>III SEMESTER</b>			
<b>DSC 6</b>	<b>MARKETING MANAGEMENT</b>		<b>18UCBA32</b>
<b>Hrs / Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs / Unit: 18</b>	<b>Credits: 4</b>

**Objectives:**

To make the student understand the modern method of approaching the customer to buy the product.

**UNIT I**

Marketing-Definition - Significance- Concepts of marketing-Segmenting, Targeting and Positioning, Marketing Mix.

**UNIT II**

Product Mix-Product characteristics and classification-Product Life Cycle and New product development. Branding, Packaging and Labeling

**UNIT III**

Pricing – Importance – objectives-Factors affecting pricing Decision-Kinds of pricing – steps in pricing.

**UNIT IV**

Marketing Channels – Channels of Distribution - Nature of Channels-Wholesaling-Retailing-Role of Marketing channels.

**UNIT V**

Promotional Mix-Advertisements-Sales Promotion-Public Relation-Direct Marketing -Personal Selling – Recent Trends in Marketing – Relationship Marketing and its importance – Green Marketing

**TEXTBOOK**

Philip Kotler, Kevin Keller and Lane Keller, Marketing Management 15<sup>th</sup> Edition New Delhi, Prentice Hall of India (P) Ltd. 2016.

**Reference Books:**

1. BerkovizKerinHontleyRudelivs, MARKETING, New York, Mcgraw Hill
2. Gony Armstrong, Philip Kotler, Marketing an Introduction, Pearson Education Asia.
3. Rajan Saxena, Marketing Management, 2<sup>nd</sup> edition, New Delhi, Tata Mcgraw Hill Publishing Co.Ltd.

<b>III SEMESTER</b>			
<b>DSC 7</b>	<b>ACCOUNTING FOR MANAGERS</b>		<b>18UCBA33</b>
<b>Hrs / Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs / Unit: 18</b>	<b>Credits: 4</b>

**Objective:**

To prepare and use of accounting information for managerial decision making and control purposes. To understand and address the important problems basing management accountant today.

**UNIT I**

Management accounting as an area of accounting; objectives nature and scope of financial accounting, cost accounting and Management accounting; Management and Managerial decisions; Management Accountant's positions; Role and responsibilities.

**UNIT II**

Meaning and significance of Responsibility accounting; Responsibility centres - Cost Centre and Investment Centre; Problem in Transfer pricing; Objectives and determinants of responsibility centres.

**UNIT III**

Budgeting: Definition of Budget – Essential of Budgeting; Types of Budget – Functional, Master etc.; Fixed and Flexible Budget; Cash Budget, Budgetary control; Zero based budgeting; Performance budgeting.

**UNIT IV**

Analysing Financial statement: Ratio analysis; Types of Ratio – Fund flow analysis, Cash flow analysis.

**UNIT V**

Reporting to Management; Objectives of Reporting, Reporting Needs at different managerial levels; Types of Reports, Modes of reporting, Reporting at Different levels of Management – Tally and its features.

**(Theory 60% and problems 40%)**

**TEXTBOOK**

Pandey. I. M, Management Accounting, Vikas Publishing House (Pvt) LTD 3<sup>rd</sup> revised edition. 2009.

**Reference Books:**

1. Lall. B.M and I.C. Jain Cost Accounting Principles and Practice, Prentice Hall Delhi.
2. Anthony, Robert Management Accounting, Tarapore-wala, Mumbai

<b>III SEMESTER</b>			
<b>A II – 1</b>	<b>MANAGEMENT INFORMATION SYSTEM</b>		<b>18UABA31</b>
<b>Hrs / Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs / Unit:18</b>	<b>Credits: 4</b>

**Objective:**

To apply critical thinking skills in decision making in the context of system.

**UNIT I**

Introduction to Management Information System – Basic Concepts of MIS – Evolution of Computers and their role in MIS.

**UNIT II**

Hardware features – Types of Hardware - Software features – Types of Software.

**UNIT III**

Information concepts for MIS – Data – Information – Identification of Decision making and information needs.

**UNIT IV**

Communication Technology Concept – Communication Channels – Data Transmission – Communication Process – Communication Networks.

**UNIT V**

Mechanics of systems Analysis – Flow charting – Examples of MIS Design – Concepts and Case studies.

**TEXTBOOK:**

1. James O'brien: Management Information System. Tata McGraw Hill, 9<sup>th</sup> Edition, 2009.

**Reference Books:**

1. Lawrence S. Orilla: Computer Information – An Introduction, New York: John Wiley & Sons. Inc., 1980.
2. Raymond Mcleouir: Management Information System. New York: Wiley and Sons Inc., 1967.

<b>III SEMESTER</b>			
<b>DSE1A</b>	<b>CONSUMER BEHAVIOUR</b>		<b>18UEBA3A</b>
<b>Hrs / Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs / Unit:12</b>	<b>Credits: 4</b>

**Objective**

To understand the behaviour of consumer such as perception, motivation and attitude formation on product and brand.

**UNIT I**

Consumer Behaviour – Definition – Marketing Concepts – Customer value, Satisfaction, Retention-Consumer Decision Making-Process of Consumer Decision Making.

**UNIT II**

Consumer Motivation – Needs – Goals – Positive and Negative Motivation-Rational Vs Emotional Motives. Measurement of Motives.

**UNIT III**

Consumer Perception – Elements of Perception – Dynamics-Consumer Imagery –Perceived risk –Ethics and consumer perception.

**UNIT IV**

Reference groups and family influences –Selected Consumer related reference group-Socialization of family members – Family Life Cycle.

**UNIT V**

Consumer Influence and Diffusion of Innovations-Diffusion of Innovation Process-Opinion Leader – Measurement of Opinion Leader. Profile of Consumer Innovator – Consumerism

**TEXTBOOK:**

1. Leon G. Schiffman and Leslie Lasar Kanuk, Consumer Behavior, Pearson 11<sup>th</sup> Education, India, 2011.

**Reference Books:**

1. Paul Peter et al., Consumer Behavior and Marketing Strategy, Tata McGraw Hill, Indian Edition, 7th Edition 2005.
2. Frank R. Kardes, Consumer Behaviour and Managerial Decision Making, 2nd Edition.

<b>III SEMESTER</b>			
<b>DSE 1B</b>	<b>RETAILING MANAGEMENT</b>		<b>18UEBA3B</b>
<b>Hrs / Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs / Unit:12</b>	<b>Credits: 4</b>

**Objective:**

Retail Management requiring an effective team leader with a strong customer focus, sales and marketing.

**UNIT I**

Retailing – Types of retailers – Levels of service offered by retailers – Self service – Self-selection – Limited service – Full service

**UNIT II**

Major retailer types – Specialty store – Department Store – Supermarket – Convenient Store- Super store – Catalog showroom

**UNIT III**

Non store retailing – Direct selling – Direct Marketing – Automatic Vending – Buying Service

**UNIT IV**

Corporate retailing - Major types of retail organization – corporate chain store – voluntary chain – franchisee organization – Merchandising conglomerate

**UNIT V**

Decisions – Marketing Decisions – Target Market – Services – Store atmosphere – price decision – promotion decision – place decision

**TEXTBOOK:**

Michael Havy, Baston, Aweitz and Ajay Pandit, Retail Management, Tata Mcgraw Hill, Sixth Edition, 2008.

**Reference Book:**

1. Patrick M. Dunne and Robert F Lusch, Retailing, Thomson Learning, 4<sup>th</sup>Edition 2008.
2. Chetan Bajaj, Rajnish Tow and Nidhi V. Srivatsava, Retail Management, Oxford University Press, 2007.

<b>III SEMESTER</b>			
<b>NME1</b>	<b>BASICS IN MANAGEMENT</b>		<b>18UNBA31</b>
<b>Hrs / Week: 2</b>	<b>Hrs / Sem: 30</b>	<b>Hrs / Unit:6</b>	<b>Credits: 2</b>

**Objective:**

To make the students understand the basic principles of Management.

**UNIT I**

Management – Definition – Nature - Purpose - Management contributors- Fayol, F.W.Taylor. Functions of Management

**UNIT II**

Planning-Definition-Objectives-Nature-Types of plans-Steps in planning

**UNIT III**

Organizing - Types of organization –Departmentation - Span management - structure of organizing and process.

**UNIT IV**

Staffing-situational factors affecting staffing-Selection-process of selection

**UNIT V**

Principles of Directing creativity and innovation –controlling – process-Techniques.

**TEXTBOOK:**

Harold Koontz and Heinz Weihrich, Essentials of management: An International & Leadership Perspective, 8th edition, Tata McGraw-Hill Education, 2011.

**References Books:**

1. Don Hellriegel, Susan E. Jackson and John W. Slocum, Management- A competency based approach, Thompson South Western, 11th edition, 2008.
2. Heinz Weihrich, Mark V Cannice and Harold Koontz, Management- A global entrepreneurial perspective, Tata McGraw Hill, 12th edition, 2008.
3. Stephen P. Robbins, David A. DeCenzo and Mary Coulter, Fundamentals of management, Prentice Hall of India, 2012.

<b>IV SEMESTER</b>			
<b>DSC 8</b>	<b>BUSINESS LAW</b>		<b>18UCBA41</b>
<b>Hrs / Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs / Unit:18</b>	<b>Credits: 4</b>

**Objective:**

To acquaint the students with principles and legal aspects of various legislations like contract, agency and sale of goods act.

**UNIT – I**

Introduction – Contract– Essential elements – Kinds of Contracts – Void, Voidable and Valid Agreement – Contingent Contract – Offer and Acceptance.

**UNIT – II**

Consideration – Capacity of Parties – Free Consent – Legality of Object – Void Contracts.

**UNIT – III**

Performance of Contracts – Discharge of contracts – Remedies for Breach of contract.

**UNIT – IV**

Law of Agency– Modes of creation – Rights and Duties of an Agent – Agency by Ratification – Sub-Agent and Substituted Agent – Termination of Agency.

**UNIT – V**

Bailment- Features - Rights, duties of Bailor and Bailee- fundamentals in Sale of Goods Act-Unpaid seller-caveat emptor.

**TEXTBOOK RECOMMENDED:**

N.D. Kapoor – Elements of Mercantile Law, Sultan Chand & Sons.

**BOOKS FOR REFERENCE:**

1. Davar – Mercantile Law, Progressive Corporation.
2. R.S.N. Pillai and Bhagavathi – Business Law, Sultan Chand & Sons.
3. M.C. Shukla – Mercantile Law, S. Chand & Co.

<b>IV SEMESTER</b>			
<b>DSC 9</b>	<b>PRODUCTION MANAGEMENT</b>		<b>18UCBA42</b>
<b>Hrs / Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs / Unit:18</b>	<b>Credits: 4</b>

**Objective:**

To develop skills in problem solving, project management, communication and managing effectively in team-based work environments and prepares students for employment within a wide variety of service and product industries.

**UNIT I**

An overview of production management –Functions – Importance – Relationship of Production Management with other areas – Production systems – Types – factors affecting Production system.

**UNIT II**

Plant location – Factors of Plant location –Plant layout – Types of Plant layout and their suitability – production planning and scheduling.

**UNIT III**

Inspection and Quality Control – Objectives – Nature – Statistical Quality Control – Acceptance Sampling – Advantages.

**UNIT IV**

Value analysis – Importance – Techniques - Advantages – Inventory Management – EOQ –ABC analysis

**UNIT V**

TQM – Objectives – Principles – Elements – ISO 9000 – ISO 14000 – Benefits – Universal Standards of quality benefit of ISO certification.

**TEXTBOOK:**

1. Aswathappa K and Shridhara Bhat K, Production and Operations Management, Himalaya Publishing House, 8th Edition, 2016

**Reference Book:**

- William J Stevenson, Operations Management, Tata McGraw Hill, 9th Edition, 2009.
- Pannerselvam R, Production and Operations Management, Prentice Hall India, Second Edition, 2008.



<b>IV SEMESTER</b>			
<b>DSC 10</b>	<b>RESEARCH METHODS AND STATISTICS</b>		<b>18UCBA43</b>
<b>Hrs / Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs / Unit:18</b>	<b>Credits: 4</b>

### **Objectives**

To empower the students with the knowledge and skills they need to undertake a research project, to present a conference paper and to write a scientific article with statistical methods.

### **UNIT I**

Research – Introduction - Objectives – Types of research – Research process – Formulation of the selected Research Problem – Research objectives – Research Design.

### **UNIT II**

Survey – Types of survey - Sampling types – Probability sampling – Types – Non probability sampling – Types.

### **UNIT III**

Data - Types of data – primary & secondary -Types of Primary data Collection Methods – Sources of secondary data – Questionnaires vs. schedules - Data processing.

### **UNIT IV**

Statistical Tools for Analysis -Simple problems in Percentile – Mean – Median – Mode – Variance – Standard Deviation.

### **UNIT V**

Simple problems in correlation – Rank - Regression.

**(Theory 60% and problem 40%)**

### **TEXTBOOK**

Research methodology concept and cases- Deepak Chawla & Neena Sondhi- Vikas publication

### **Reference Books:**

1. Research Methodology: Methods and Techniques - Kothari, C.R. -New Age International.
2. Levin R.I. and Rubin D.S., Statistics for Management, 7<sup>th</sup> edition, Prentice Hall of India Pvt. Ltd., New Delhi, 2001.

<b>IV SEMESTER</b>			
<b>A II – 2</b>	<b>E-COMMERCE AND INTERNET APPLICATION</b>		<b>18UABA41</b>
<b>Hrs / Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs / Unit:18</b>	<b>Credits: 4</b>

**Objective:**

To make the students gain knowledge of framework of E- Commerce and its application in business.

**UNIT I**

Welcome to Electronic Commerce – Introduction, Concepts of B2B, B2C, C2C, B2G; benefits of E-Commerce to Organization, Consumers. The Network infrastructure for E-Commerce – Electronic Payment Applications.

**UNIT II**

M-Commerce (Mobile Commerce) – Growth of M-Commerce – Wireless Applications – Technologies for M-Commerce – GPRS – Wireless Technologies (CDMA & GSM) – Generations in Wireless Communication – Security Issues in Cellular Technology.

**UNIT III**

Electronic Data Interchange-Definition - Benefits of EDI- EDI Application in Business –Un/EDIFACTS Standard.

**UNIT IV**

Security on Internet – Network and Website Security Risks – Security incidents on Internet – Security and Email – Firewall Concepts and Constituents – Benefits – Secure Physical Infrastructure.

**UNIT V**

E- Commerce in India- The Internet in India-Laws for E-Commerce in India.

**TEXTBOOK**

Kamalesh K.Bajaj and Debajaninag E-Commerce, Tata McGraw Hill Publications Co Ltd., New Delhi, 2<sup>nd</sup> Edition, 2016.

**Reference Books:**

1. S.Jaiswal: Doing Business on the Business on the Internet commerce, Galgotia Publication ,2011.
2. David Whitely: E-Commerce, Tata McGraw Hill Publications Co. Ltd., New Delhi ,2010.
3. Jaffrey F. Rayport,: E-Commerce, Tata McGraw Hill Publications Co. Ltd., New Delhi, 2012

<b>IV SEMESTER</b>			
<b>DSE 2A</b>	<b>TRAINING AND DEVELOPMENT</b>		<b>18UEBA4A</b>
<b>Hrs / Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs / Unit:12</b>	<b>Credits: 4</b>

**Objective:**

To Develop the student's knowledge, skills, and abilities as part of the succession planning and leadership development process.

**UNIT I**

Principles – purpose of training and development – training methods – techniques of training

**UNIT II**

Introduction of training – identify training and development requirement – develop course objective – defiance strategy – establish instructional mode – determine class size – identify level of training require – determine media – established sequence.

**UNIT III**

Training evaluations – approaches of evaluations – IBM approach – Xerox corporation approach – types of evaluation instruments – reporting evaluation results- ways to improve training effective

**UNIT IV**

Training the trainer – application of computer in training – developing effective training programme – designing an HRD programme

**UNIT V**

Concept of HRD – HRD department and its task – HRD for organizational effectiveness

**TEXTBOOK**

BiswajeetPattanayak, Human Resource Management, 3<sup>rd</sup> Edition, Prentice Hall of India, New Delhi, 2009

**Reference book:**

- Dessler, Human Resource Management, Pearson Education Limited, 2007,
- Decenzo and Robbins, Human Resource Management, Wiley, 8<sup>th</sup> Edition, 2007.

IV SEMESTER			
<b>DSE 2B</b>	<b>INDUSTRIAL RELATIONS</b>		<b>18UEBA4B</b>
<b>Hrs / Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs / Unit:12</b>	<b>Credits: 4</b>

**Objective:**

To familiarise the students with the knowledge of industrial relations and their impact on managing human resource.

**UNIT-1**

**Introduction to Industrial Relations:** Industrial Relations Perspectives - Concept, Importance - Causes & effects of Poor Industrial Relation in India - **Trade Unions:** Historical Evolution of Trade Unions in India - Roles & Functions of Trade union - Essentials for success of Trade Union.

**UNIT – II**

**Discipline and Grievance Management:** Employee discipline - Causes of indiscipline - essentials of a good disciplinary system - Hot-Stove Rule and kinds of punishment. **Grievance procedure:** Settlement of grievance in Indian industry - Model grievance procedure.

**UNIT – III**

**collective bargaining:** Meaning & structure of collective bargaining - Bargaining stages and processes - Collective bargaining in India. **Industrial Disputes:** Industrial Disputes in India- Causes of disputes, Methods for the settlement of industrial disputes.

**UNIT - IV**

**Employee Participation:** Definitions and aims of Workers participation, Factors influencing Participation - Worker participation in Management in India – Worker Participation Scheme 1975 – New schemes on Worker Participation.

**UNIT – V**

Industrial Laws: Social Security Laws - Laws Relating to Workmen's Compensation, Employees' State Insurance, Provident Fund, Gratuity and Maternity Relief, The Law of Minimum Wages, Payment of Wages, Payment of Bonus.

**TEXTBOOK:**

Personnel Management & Industrial Relation -P.C. Tripathi

**References:**

1. Dynamics of Personnel Management - C.B. Mamoria
2. Human Resource Management - N.G. Nair & Latha Nair Sultan Chand & Sons.
3. Essentials of Human Resource Management and Industrial Relations – P.Subbarao Himalaya.
4. N.D. Kapoor - Mercantile Law –Sultan Chand & Sons
5. R.Venkatapathy & Assissi Menachery - Industrial Relations &Labour Legislation - Aditya Publishers.

<b>VI SEMESTER</b>			
<b>NME 2</b>	<b>STRESS MANAGEMENT</b>		<b>18UNBA41</b>
<b>Hrs / Week: 2</b>	<b>Hrs / Sem: 30</b>	<b>Hrs / Unit:6</b>	<b>Credits: 2</b>

**Objectives**

The subject is intended to assist students to increase their awareness of stress as well as it provides a broad physical, social and psychological understanding of the human stress response.

**UNIT I**

Stress – Definition – The Nature of Stress– Types of Stress – Causes of Stress – Consequences of stress.

**UNIT II**

Stress and Emotions–Types of Emotion – Functions – Nature – Core Relational Themes – Facial Expressions – The Brain and Emotion – Emotion at Work.

**UNIT III**

Stressor – Signs of Distress and Eustress – Stress and Performance – Effects of Stress on Industry – Contrasting Strategies to Optimists and Pessimists for Coping with Stress.

**UNIT IV**

Occupational Stress – The Cost of Stress – Cost of Workplace – Physical and Behavioral Symptoms of stress – Sources of stress at work.

**UNIT V**

Stress Management – Employee Assistance Programmes (EAPs) – Stress Management Training – Changing the sources of Workplace stress – Problem Solving Framework.

**TEXTBOOK**

*P.K . Dutta, Stress Management, Himalaya Publishing House, 2016*

**Reference Book**

1. Waltschafer, Stress Management, Cengage Learning, 4th Edition 2009.
2. Jeff Davidson, Managing Stress, Prentice Hall of India, New Delhi, 2012.

<b>V SEMESTER</b>			
<b>DSC 11</b>	<b>OPERATIONS RESEARCH</b>		<b>18UCBA51</b>
<b>Hrs / Week: 5</b>	<b>Hrs / Sem: 75</b>	<b>Hrs / Unit:15</b>	<b>Credits: 4</b>

### **Objectives**

OR supports to students in the key decision-making process, allows solving urgent problems, can be utilized to design improved multistep operations (processes), setup policies, supports the planning and forecasting steps, and measures actual results.

### **UNIT I**

Introduction to Operations Research: Basics definition, scope, objectives, models –LPP (Simplex Method only) Graphical Method

### **UNIT II**

Transportation – problems on North-west corner rule, least cost method and Vogel’s approximation method, Simple unbalanced Transportation problem.

### **UNIT III**

Assignment-maximization method and minimization method

### **UNIT IV**

Game Theory – Pure and mixed strategy – Dominants rule –Graphical Method

### **UNIT V**

Replacement Decisions-Breakdown-Failure

### **TEXTBOOK**

*Operation Research - R. Panneerselvam-Eastern Economy Edition*

### **Reference Books**

1. *Operations Research - K Sharma- Pearson.*
2. *operation research – Baskar – Tata M Baskar –Published by Tata McGraw Hill Publications*

<b>V SEMESTER</b>			
<b>DSC 12</b>	<b>HUMAN RESOURCE MANAGEMENT</b>		<b>18UCBA52</b>
<b>Hrs / Week: 5</b>	<b>Hrs / Sem: 75</b>	<b>Hrs / Unit:15</b>	<b>Credits: 4</b>

**Objective:**

An ability to evaluate and apply theories of social science discipline to workplace issues.

**UNIT I**

Human Resource Management – Introduction – Functions – Human Resource Management Vs Personnel Management – Role of HR Manager in an Organization.

**UNIT II**

Job Analysis – Concepts – Job Description – Specification – Job Evaluation – Job Evaluation Methods.

**UNIT III**

Recruitment – Process – Factors affecting Recruitment – Sources of Recruitment – Selection Process – Psychological Tests for Selection.

**UNIT IV**

Training – Induction Vs Training – Importance of Training – Types of Training – Performance appraisal – Objectives of Performance appraisal – Importance of Performance appraisal – Types of Performance appraisal – HR audit – Balance score card.

**UNIT V**

Compensation Management – Importance of Compensation – Wages – Time Rate – Piece Rate – Wage Incentives – Bonus – Employee Stock Ownership Plan (ESOP)

**TEXTBOOK:**

VSP. Rao, Human Resource Management, Excel Books Publication, 3<sup>rd</sup> Edition, 2013.

**Reference Books:**

1. Personnel management – Fillippa – Mc Graw Hill.
2. Personnel management – Ahuja Kalyani Publishing
3. Personnel management – P.C. Tripathi.

<b>V SEMESTER</b>			
<b>DSC 13</b>	<b>FINANCIAL MANAGEMENT</b>		<b>18UCBA53</b>
<b>Hrs / Week: 5</b>	<b>Hrs / Sem: 75</b>	<b>Hrs / Unit:15</b>	<b>Credits: 4</b>

**Objective:**

To develop critical thinking and problem solving competencies at both individual and group level of financial statement analysis and financial planning.

**UNIT I**

Nature of financial management – meaning and scope of financial management – functions – goals- relationship of Financial management with other areas.

**UNIT II**

Capitals structure – Meaning and factors determining capital structure – theory – NI – NOI - Traditional and MM approach

**UNIT III**

Capital budgeting –Approaches -pay back methods – ARR – NPV – IRR

**UNIT IV**

Working capital – Need – Factors –Simple problems in Computation of Working capital requirements

**UNIT V**

Dividend policy – determinants of dividend policy – dividend policy decision – dividend policy in practice – different dividend theories – MM model – Walter’s Model – Gordon’s Model.

**(Theory 40% and problems 60%)**

**TEXTBOOK:**

1. M.Y Khan and P.K Jain’s, Financial Management , 6<sup>th</sup> Edition,Tata McGraw Hill, 2012.

**Reference Book:**

1. Chandra, Financial Management Theory and Practice, Tata Mc Graw Hill, 2010.
2. P. Periasamy, Financial Management, 2<sup>nd</sup> Edition, Tata Mc Graw Hill, 2007



<b>V SEMESTER</b>			
<b>DSC 14</b>	<b>SERVICES MARKETING</b>		<b>18UCBA54</b>
<b>Hrs / Week: 5</b>	<b>Hrs / Sem: 75</b>	<b>Hrs / Unit:15</b>	<b>Credits: 4</b>

**Objectives:**

The course has been designed to familiarize students with the characteristics of services, their implications on design and delivery, and highlight the role of coordinated organizational effort through marketing and its promotional Mix.

**UNIT I**

The Concept of Services-Meaning and Definition-Growth of services-Types of services –Components of Services-Difference between goods and services

**UNIT II**

Service Marketing- Service Marketing Triangle- Service Marketing Mix- Characteristics of Service Marketing Mix -Difference between Marketing mix and Services Marketing Mix.

**UNIT III**

Services product-pricing in services-Location of services and channels of Distribution –Services promotion-People in services marketing mix.

**UNIT IV**

Service Quality-Dimensions-Service Gaps-Prescriptions for closing service gaps-Service Quality Information System-SERQUAL instruments.

**UNIT V**

Marketing of Services –Hotel – Healthcare- Education- Tourism- Service failure- Reasons-Strategies of Service Recovery.

**TEXTBOOK:**

Services Marketing Dr.L. Natarajan - Margham Publications.

**References Books:**

1. Service Marketing Zeithmal and Bitner, Tata McGrawhill, New Delhi
2. Adrhian Payne, The Essence of Marketing New Delhi, Prentice Hall of India Pvt. Ltd.
3. Chistopher lovelock, Services Marketing, Pearson Education Asia.
4. K. Douglas Hoffman, John. E.G. Bateson, Essentials of Service Marketing, Thomson – South Western.
5. Helen Woodroffe – Services Marketing, Mcmillan India Ltd.
6. S.M. Jha, Services Marketing, New Delhi Himalaya Publishing House.

<b>V SEMESTER</b>			
<b>DSE 3A</b>	<b>FINANCIAL SERVICES</b>		<b>18UEBA5A</b>
<b>Hrs / Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs / Unit:12</b>	<b>Credits: 4</b>

**Objective:**

To enable the students to compare and analyze the performance of various financial services available in the market.

**UNIT I**

Financial Services – Meaning – features – importance – Scope – causes of financial innovation – New financial products and services - problems faced by financial services sector.

**UNIT II**

Merchant Banking – Definition – Origin – Merchant Banks Vs. Commercial Banks – Services of Merchant Banks – Problems of Merchant Banks – Scope for Merchant Banking in India.

**UNIT III**

Hire Purchase – Meaning – features – Hire Purchase Agreement – Rights of Hire – Accounts for Hire Purchase – Leasing Features – Types of Lease drawbacks of leasing – Hire Purchase Vs. Leasing

**UNIT IV**

Factoring – Meaning – terms and conditions – functions – types – Factoring Vs Discounting – benefits- credit rating

**UNIT V**

Venture Capital – concept – Definition – Features – importance – mutual funds and its types.

**TEXTBOOK**

Essential of Financial Services, Dr.S. Gurysamy, Tata McGraw-Hill Education Private Limited, New Delhi – 110 008

**REFERENCE BOOK**

1. Financial Services in India, G.Ramesh Babu, concept publishing company, 1/15-16, commercial Block, Mohan Garden, New Delhi-110059
2. Financial services in Inida concept and applications, Rajesh Kothari, Sage Publications India Pvt. Ltd., New Delhi -110 044
3. Financial Services, Nalini Prava Tripathy, Prentice-Hall of India Limited, New Delhi -110 015
4. Financial Services, M.Y.Khan, McGraw Hill Education (India) Private Limited, New Delhi 110 016
5. Financial Services, Thummuluri Siddaiah, Dorling Kinersley (India) Pvt. Ltd. Licensees of Pearson Education in south Asia, New Delhi – 110 017
6. Financial Markets and Financial Services in India, Benson Kunjukuju, New Delhi Century Publication.

<b>V SEMESTER</b>			
<b>DSE 3B</b>	<b>MODERN BANKING</b>		<b>18UEBA5B</b>
<b>Hrs / Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs / Unit:12</b>	<b>Credits: 4</b>

**Objective:**

To promote education and knowledge about the law and practice of banking.

**UNIT I**

Origin of Banking - Classification of Banks - Commercial Banks - Functions of Commercial Banks - Primary Functions & Secondary Functions - Role of Commercial Banks in Economic Development

**UNIT II**

Reserve Bank of India - Functions - Management - Methods of Credit Control - Reserve Bank and Agricultural Credit - Banking Regulation Act 1949 - Major Provisions of the Banking Regulation Act 1949

**UNIT III**

Banker - Customer - Banker Customer Relationship - Special Type of Customers - Minor - Married woman - Drunkard - Lunatics - Illiterate Persons - Partnership Firm - Joint Stock Company - Bank Accounts - Type of Accounts - Steps in Opening Accounts - Deposit Collection - Types of Deposits

**UNIT IV**

E-Banking - Meaning - Services - Internet Banking - Mobile Banking - Telephone Banking - Electronic Funds Transfer System - ATM - Functions of ATM - Credit Cards - Debit Cards.

**UNIT V**

Islamic commercial Banking – Islamic appraisals of conventional banking – operating structure of Islamic banks – models of Islamic banking –sources and application of funds.

**TEXTBOOK:**

E .Gorden and K.Natarajan, Banking theory law and practice, 2<sup>nd</sup> Edition, Himalaya Publishing House, 2016

**Reference Books:**

1. Padmalatha Suresh and Justin Paul, “Management of Banking and Financial Services, Pearson, Delhi, 2012.
2. Reddy and Appanaiah, Theory and Practice of Banking, M/S.Himalaya Publishing House, Mumbai
3. Muhammed Haneef, Islamic banking theory and practice, Create independent publisher

<b>V SEMESTER</b>		
	<b>FIELD WORK</b>	<b>18UFBA51</b>
<b>Hrs / Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Credits: 3</b>

The following guidelines have been framed regarding the conduct / evaluation /structure of marks for the course on “Field work” for all the U.G.

- “Field work” course is similar to that of a “Mini Project”. It shall be a Group activity with a maximum number of 5 students in each group.
- All the faculty members of each Department shall handle equally the “Field work” course, when it is offered.
- At the end of the semester, each group shall submit a report for the course on “Field work ” which shall have a minimum of 15 to 20 pages.
- Faculty members may have students more than one group equally depending on the students strength.
- “Field work” shall be in fifth semester of the programme, as per the template.
- Evaluation scheme for the “Field work” course is similar to that of the Mini Project / Major Project (60:40)

<b>V SEMESTER</b>			
<b>SEC 1</b>	<b>SOFT SKILLS</b>		<b>18USBA51</b>
<b>Hrs / Week: 2</b>	<b>Hrs / Sem: 30</b>	<b>Hrs / Unit: 6</b>	<b>Credits: 2</b>

### **Objectives**

This subject teaches practical tools and includes discussion, group activities and applied exercises. Various approaches to time management such as the urgent/important matrix and models are used. The focus of the subject syllabus is to help students manage their commitments to make best use of their time and develop their employability skills.

### **UNIT I**

Soft Skills – Meaning – Overview of Soft Skills – Interpersonal skills- Communication skills – Leadership skills.

### **UNIT II**

Time Management – Major Blocks to Time Management – Covey’s Time Management Matrix – Time Management tips – Relationship between Time Management & Stress Management.

### **UNIT III**

Internet – Role of job websites – Job Application – Content of Application Letter – Resume – Content of Resume – Model Resume – Meeting – opening and closing.

### **UNIT IV**

Interviews – Meaning – Interview Preparations Tips - Types of interview – Interview Techniques- Exit interview

### **UNIT V**

Group Discussion – Meaning – Roles to play in Group Discussion – group discussion techniques - speaking skills – essential of a good speech.

### **TEXTBOOK**

S .Hariharan, N. Sundararajan & S.P. Shanmugapriya , Soft Skills, MJP Publication, 2010

### **Reference Book**

1. Samuel C. Certo and Tervis Certo, Modern management: concepts and skills, Pearson education, 12th edition, 2012.
2. Sudhir Andrews, How To Succeed At Interviews, The McGraw- Hills, 2010

<b>VI SEMESTER</b>			
<b>DSC 15</b>	<b>INTERNATIONAL BUSINESS</b>		<b>18UCBA61</b>
<b>Hrs / Week: 5</b>	<b>Hrs / Sem: 75</b>	<b>Hrs / Unit:15</b>	<b>Credits: 4</b>

**Objective:**

Students will be able to demonstrate their knowledge in international business and to think critically and solve the business problems globally.

**UNIT I**

International Business an overview – Stages of internationalization – goal of international business – Theories of international Trade.

**UNIT II**

International Marketing – International Business Environment - International Trade policy and procedures–Mode of entry.

**UNIT III**

International Trade Blocks and Business Centers –NAFTA – ASEAN – SAARC – ESCAP – APEC – SAPTA – Implications of Trade Blocks for Business.

**UNIT IV**

International Financial institutions – IMF – IBRD – UNCTAD – International Finance Corporations – Future of Global business

**UNIT V**

Globalization – GATT- WTO -WTO and India - global strategic Management – Ethics in Global business

**TEXTBOOK:**

P. SubbaRao, International Business, Himalaya Publishing House, 4<sup>th</sup> Revised Edition, 2015.

**Reference Book:**

1. Charles W.I. Hill and Arun Kumar Jain, International Business, 6th edition, Tata Mc Graw Hill, New Delhi, 2010.
2. K. Aswathappa, International Business, 5 th Edition, Tata Mc Graw Hill, New Delhi, 2012.

<b>VI SEMESTER</b>			
<b>DSC 16</b>	<b>ENTREPRENEURIAL DEVELOPMENT</b>		<b>18UCBA62</b>
<b>Hrs / Week: 5</b>	<b>Hrs / Sem: 75</b>	<b>Hrs / Unit:15</b>	<b>Credits: 4</b>

**Objectives:**

To enable the students in the entrepreneurial skills for management.

**UNIT I**

Entrepreneur -Definition – characteristics- functions of entrepreneur, types of entrepreneur-motivational factors- sociological and psychological factors

**UNITII**

Institution supporting entrepreneurs - EDP,NIESBUD, New Delhi, ITCOT and SIPCOT in Tamil Nadu, Role of financial institutions in supporting entrepreneurs .

**UNITIII**

Business plan – process of preparing a business plan – project report – essential of a project report – format of a project report(sample project report)

**UNITIV**

Managerial skills required by entrepreneurs – sole proprietorship, partnership and company – MSME - SSI –Definition of small scale industrial undertakings- small and tiny enterprise – village industries

**UNITV**

Rural and women entrepreneurs - Opportunities for rural and women entrepreneur – problems faced by rural and women entrepreneur – role of SHG – reservation for small industries – prevention of industrial air and water pollution – cause and prevention of industrial sickness

**TEXTBOOK:**

Madhurimalall and Shikha Sahai, Entrepreneurship, Excel books, 2<sup>nd</sup> Edition, 2009.

**Reference Books:**

1. Vasant Desai: Dynamics of Entrepreneurial Development, New Delhi: Wiley Eastern Ltd.,1990.
2. S.B.Srivastav:A Practical Guide to Industrial Entrepreneurs: New Delhi. Wiley Eastern Ltd.1990.
3. Gupta Srinivasan: Entrepreneurial Development – New Delhi: Sultan Chand & Sons 1990.
4. P. Saravanavel: Entrepreneurship Development – Principles, Policies and Programmes. New Delhi: Himalaya Publishing House, 1990.
5. T.V. Rao, and UdaiPareek; Developing Entrepreneurship – A Handbook, New Delhi: Mc Graw Hill Publications Co. Ltd., 1990.

<b>VI SEMESTER</b>			
<b>DSC 17</b>	<b>STRATEGIC MANAGEMENT</b>		<b>18UCBA63</b>
<b>Hrs / Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Hrs / Unit:18</b>	<b>Credits: 4</b>

**Objectives**

Develop capabilities of the students to analyze cases and develop strategic business solutions and make them fair understanding of strategy formulation, implementation, monitoring and evaluation.

**UNIT I**

Strategic management –Concept –Strategic decision-making process – strategic intent - Vision– Mission– Strategies–Policies–Corporate governance and Social responsibility.

**UNIT II**

Environmental scanning – Characteristic of Environment – Types – Internal Environment – External Environment – SWOT Analysis.

**UNIT III**

Strategic Alternatives – Corporate level strategies – Business level strategies - Functional level strategies – Industry analysis – ETOP.

**UNIT IV**

Strategic choice – BCG Growth Share Matrix – GE Business screen – International portfolio Analysis – Corporate Value Chain Analysis.

**UNIT V**

Strategic Implementation & controlling– Programs – Budget – Procedures – Achieving Synergy – Strategic Evaluation Process and Control.

**TEXTBOOK:**

1. Thomas L. Wheelen & J.David Hunger Strategic Management and Business Policy Towards Global Sustainability, Pearson Education, 13<sup>th</sup> Edition, 2015.

**Reference Books:**

1. Dr.Dharma Bir Singh, Strategic Management & Business Policy, KoGent Learning Solutions Inc., Wiley, 2012.
2. John Pearce, Richard Robinson and Amitha Mittal, Strategic Management, McGraw Hill, 12th Edition, 2012.



<b>VI SEMESTER</b>		
<b>DSC 18</b>	<b>PROJECT</b>	<b>18UEBA6A</b>
<b>Hrs / Week: 6</b>	<b>Hrs / Sem: 90</b>	<b>Credits:6</b>

**Objectives:**

At the end of the semester the students should be able to:

1. Identify the potential areas of research in his/her field;
2. Collect data from various sources including the internet, analyse them, make new connections and link them to life;
3. Read and write originally and usefully.

**Guidelines:**

1. The project may be done individually or in groups not exceeding five per group.
2. The minimum length of the project should be 30 pages in A4 size.
3. Marks for the project report will be 100 divided as **80% for the presentation of project and 20% for viva-voce.**
4. **Evaluation scheme:**
5. The project will be evaluated by both Internal and External Examiners. Each Examiner will evaluate for 100 marks. The allocation of marks for project is as follows:

<b>Project</b>	<b>Internal</b>	<b>External</b>
Word of title	5	5
Objectives / Formulation including Hypothesis	5	5
Review of literature	10	10
Relevance of project to social needs	5	5
Methodology / Technique / Procedure adopted	20	20
Summary / Findings / Summation	5	5
Works cited / Annexure / Footnotes	10	10
<b>Total</b>	<b>60</b>	<b>60</b>

<b>VI SEMESTER</b>			
<b>DSE 4A</b>	<b>BUSINESS ENVIRONMENT</b>		<b>18UCBA6A</b>
<b>Hrs / Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs / Unit:12</b>	<b>Credits: 4</b>

**Objectives:**

Business Environment analysis should provide an understanding of current and potential changes taking place in the microenvironment.

**UNIT - I**

Business Environment – Nature – Importance – Components – Environment and organization relationship – Business strategy and its relation to environment

**UNIT II**

Demographic environment – Factors - Political Environment - Effects of Political Ideologies – Social and Cultural Environment – Impact of foreign culture

**UNIT III**

Economic environment – Types of economic system – Industrial policy – Legal environment – Consumer Protection Act – MRTP – FEMA.

**UNIT IV**

Social responsibility of business – Various areas of social responsibility – CSR in India – Social audit

**UNIT V**

Current issues in Business environment - Urbanisation – Population – Multinational corporations – Patents – and trademarks – Insurance

**TEXTBOOKS:**

Francis Cherunilam, Business Environment, Himalaya Publishing House, New Delhi, 2010.

**Reference Books:**

1. Dr. S. Sankaran, Business Environment, Margam Publication, 2013.
2. K. Aswathappa, Essentials of Business Environment, 14<sup>th</sup> Revised Edition, Himalaya Publishing House, New Delhi, 2010.

<b>VI SEMESTER</b>			
<b>DSE 4B</b>	<b>TOTAL QUALITY MANAGEMENT</b>		<b>18UEBA6B</b>
<b>Hrs / Week: 4</b>	<b>Hrs / Sem: 60</b>	<b>Hrs / Unit:12</b>	<b>Credits: 4</b>

**Objective:**

Total Quality Management (TQM) describes a management approach to long-term success through customer satisfaction. In a TQM effort, all members of an organization participate in improving processes, products, services, and the culture in which they work.

**UNIT I**

Introduction to Total Quality Management – Concept of TQM Quality and Business performance – service Quality Vs product Quality – Attitude and involvement of TOP Management – Communication – Culture – Management system.

**UNIT II**

Information Analysis and information Technology – Strategic product Inspection Vs Process Control – statistical Quality control – Problem analysis – pareto analysis – human side of process control

**UNIT III**

Management of process Quality – history of Quality control – six zigma – concepts – process – advantages. Quality circle – structure of quality circle.

**UNIT IV**

Customer focus and satisfaction – a Quality focus getting employee involvement – Measure of customer satisfaction service quality – customer retention – profitability Bench Marking – essence of bench Marking – Benefits - Pitfalls in Bench Marking

**UNIT V**

Organising for TQM – system Approach – the people dimension – small groups and employment team for TQM – ISO 9000 – Universal Standard of Quality of ISO certification.

**TEXTBOOK:**

Shridhara Bhat K, Total Quality Management – Text and Cases, Himalaya Publishing House, First Edition 2002

**REFERENCE BOOK**

1. Douglas C. Montgomery, Introduction to Statistical Quality Control, Wiley Student Edition, 4<sup>th</sup> Edition, Wiley India Pvt Limited, 2008.
2. James R. Evans and William M. Lindsay, The Management and Control of Quality, Sixth Edition, Thomson, 2005.
3. Total Quality Management – Joel E. Rose (Text, Cases and Reading (Deep to Deep Publication))

<b>VI SEMESTER</b>			
<b>SEC 2</b>	<b>DATA ANALYTICAL PACKAGE</b>		<b>18USBA61</b>
<b>Hrs / Week: 2</b>	<b>Hrs / Sem: 30</b>	<b>Hrs / Unit: 6</b>	<b>Credits: 2</b>

**Objective:**

- To understand the practicality of Excel.
- To familiarize oneself with Excel's basic features.

**UNIT I****Excel 2007 Fundamentals**

Excel 2007 – Introduction to Excel 2007 – Advancement in Excel 2007 - Program Screen – Moving around the Worksheet – Navigating with keyboard and Mouse - Ribbon.

**UNIT II****Worksheet Basics**

Creating a New Workbook - Opening a Workbook - Navigating a Worksheet - Entering Labels - Entering Values - Selecting a Cell Range.

**UNIT III****Editing a Worksheet**

Editing Cell Contents - Cutting, Copying, and Pasting Cells - Moving and Copying Cells Using the Mouse - Using the Office Clipboard - Using the Paste Special Deleting Cells, Rows, and Columns - Formatting Values Adjusting Row Height and Column Width - Working with Cell Alignment Adding Cell Borders, Background Colors and Patterns Using the Format Painter Using Cell Styles Using Document Themes .

**UNIT IV****Working Functions**

Introducing formulae and function – creating functions to manipulate text - working with date and time, count and sum.

**UNIT V****Working with Charts**

Creating a Chart - Resizing and Moving a Chart - Changing Chart Type - Applying Built-in Chart Layouts and Styles Working with Chart Labels - Working with Chart Axes - Working with Chart Backgrounds - Formatting Chart Elements - Changing a Chart's Source Data - Using Chart Templates

**Textbooks:**

1. John Walkenbach. Microsoft office: Excel 2007-Bible. Wiley India Edition – 2009

**Reference:**

1. Curtis Frye. Microsoft Office Excel 2007 Step by Step. PHI Publication 2009.
2. Joan Preppernau, Joyce Cox and Curtis Frye. Microsoft Office Home and Student 2007 Step by Step. PHI Publication 2009

<b>VI SEMESTER</b>			
<b>SBC</b>	<b>PERSONALITY DEVELOPMENT</b>		<b>18USPD62</b>
<b>Hrs / Week: 2</b>	<b>Hrs / Sem: 30</b>	<b>Hrs / Unit: 6</b>	<b>Credits: 2</b>

**Objectives:**

- The objective of the course is to build self-confidence, enhance self-esteem and to mould the all-round personality of students.
- The course aims at grooming the participants through sensitizing them about proper behaviour, socially and professionally, in formal and informed circumstances.

**UNIT -I PERSONALITY**

Definition – Determinants – Personality Traits –Theories of Personality – Importance of Personality Development. **SELF AWARENESS** – Meaning – Benefits of Self – Awareness – Developing Self – Awareness. **SWOT** – Meaning – Importance- Application – Components.

**UNIT – II SELF MONITORING**

Meaning –Advantages and Disadvantages self-monitor - Self – monitoring and job performance. **PERCEPTION**- Definition- Factor influencing perception- Perception process. **ATTITUDE** – Meaning- Formation of attitude – Types of attitude - Measurement of Attitudes. **ASSERTIVENESS** - Meaning – Assertiveness in Communication – Assertiveness Techniques.

**UNIT – III TEAM BUILDING**

Meaning – Types of teams – Importance of Team building- Creating Effective Team. **LEADERSHIP** – Definition – Leadership style – Qualities of an Effective leader. **NEGOTIATION SKILLS** – Meaning – Principles of Negotiation – Types of Negotiation – The Negotiation Process. **CONFLICT MANAGEMENT** – Definition- Types of Conflict- Levels of Conflict.

**UNIT -IV COMMUNICATION**

Definition – Importance of communication – Process of communication –Barriers in communication – Overcoming Communication Barriers.

**EMOTIONAL INTELLIGENCE:** Meaning – Components of Emotional Intelligence- Significance of managing Emotional intelligence. **STRESS MANAGEMENT** – Meaning – Sources of Stress – Symptoms of Stress – Consequences of Stress – Managing Stress.

#### **UNIT – V SOCIAL GRACES**

Meaning – Social Grace at Work – Acquiring Social Graces. **TABLE MANNERS** – Meaning – Table Etiquettes in Multicultural Environment- Do's and Don'ts of Table Etiquettes. **DRESS CODE** – Meaning- Dress Code for selected Occasions – Dress Code for an Interview. **GROUP DISCUSSION** – Meaning – Personality traits required for Group Discussion- Process of Group Discussion. **INTERVIEW** – Definition- Types of skills – Employer Expectations –Planning for the Interview – Interview Questions- Critical Interview Questions.

#### **References:**

1. Dr.S. Narayana Rajan, Dr. B. Rajasekaran, G. Venkadasalapathi, V. VijureshNayaham and Herald M.Dhas, **Personality Development**, Publication Division, ManonmaniamSundaranar University, Tirunelveli
2. Stephan P.Robbins, **OrganisationalBehaviour**, Tenth Edition, Prentice Hall of India Private Limited, New Delhi,2008
3. Jit S. Chandan, **OrganisationalBehaviour**, Third Edition, Vikas Publishing House Private Limited, 2008
4. Dr.K.K. Ramachandran and Dr. K.K. Karthick, **From Campus to Corporate**, Macmillan Publishers India Limited, New Delhi, 2010.

<b>SCHEME OF EXAMINATIONS UNDER CBCS (2018 - 2021)</b>
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The medium of instruction in all UG and PG courses is English, and students must write the CIA Tests and Semester Examinations in English.

**DISTRIBUTION OF MARKS FOR CIA AND SEMESTER EXAMINATIONS  
UNDERGRADUATE, CERTIFICATE & DIPLOMA COURSES**

SUBJECT	TOTAL MARKS	CIA TEST	SEMESTER EXAMINATION	PASSING MINIMUM		
				CIA TEST	SEM. EXAM.	OVER ALL
<b>Theory</b>	100	25	75	Nil	30	40
<b>Practical (4 hrs)</b>	100	40	60	Nil	24	40
<b>Practical (2 hrs)</b>	50	20	30	Nil	12	20
<b>Project</b>	100	Nil	Report - 60 marks Viva Voce - 40marks	Nil	Nil	40

**DIVISION OF MARKS FOR CIA TEST**

SUBJECT	MARKS	ASSIGNMENT FOR UG / ASSIGNMENT OR SEMINAR FOR PG	RECORD NOTE	TOTAL MARKS
<b>Theory</b>	20	5	--	<b>25</b>
<b>Practical (4 hrs)</b>	30	--	10	<b>40</b>
<b>Practical (2 hrs)</b>	15	--	5	<b>20</b>

1. The duration of each CIA Test is ONE hour and the Semester Examination is THREE hours.
2. Three CIA tests of 20 marks each will be conducted and the average marks of the best two tests out of the three tests will be taken.
3. The I test will be based on the first 1.5 units of the syllabus, the II test will be based on the next 1.5 units of the syllabus and the III test will be based on the next 1.5 units of the syllabus.
4. Two assignments for Undergraduate, Certificate, Diploma and Advanced Diploma Courses and two assignments OR two seminars for Postgraduate Courses has to be submitted.
5. The duration and the pattern of question paper for practical examination may be decided by the respective Boards of Studies. However, out of 60 marks in the semester practical examination, 10 marks may be allotted for record and 50 marks for practical.
6. Two internal practical tests of 30/15 marks each will be conducted for science students in the respective semester and the average will be taken. The record marks allotted for the above practical are 10 and 5 respectively.

**QUESTION PAPER PATTERN FOR CIA TEST (THEORY)**

<b>Duration: 1 Hr</b>		<b>Maximum Marks: 20</b>	
<b>Section</b>	<b>Question Type</b>	<b>No. of Questions &amp; Marks</b>	<b>Marks</b>
<b>A</b>	No Choice Answer should not exceed 75 words	2 Questions 2 marks each	$2 \times 2 = 4$
<b>B</b>	Internal choice (Either or type) Answer should not exceed 200 words	2 Questions 4 marks each	$2 \times 4 = 8$
<b>C</b>	Open Choice (Answer ANY ONE out of Two) Answer should not exceed 400 words	1 Question 8 marks	$1 \times 8 = 8$
<b>TOTAL</b>			<b>20 MARKS</b>

**QUESTION PAPER PATTERN FOR SEMESTER EXAMINATION (THEORY)**

<b>Duration: 3 Hrs</b>		<b>Maximum Marks: 75</b>	
<b>Section</b>	<b>Question Type</b>	<b>No. of Questions &amp; Marks</b>	<b>Marks</b>
<b>A</b>	No Choice Answer should not exceed 75 words	10 Questions - 2 marks each (2 Questions from each unit)	$10 \times 2 = 20$
<b>B</b>	Internal choice (Either or type) Answer should not exceed 200 words	5 Questions with internal choice. Each carries 5 marks (Two questions from each unit)	$5 \times 5 = 25$
<b>C</b>	Open Choice (Answer ANY THREE out of FIVE) Answer should not exceed 400 words	3 Questions out of 5 - 10 marks each (1 Question from each unit)	$3 \times 10 = 30$
<b>TOTAL</b>			<b>75 MARKS</b>